

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MARCH 26, 1949



That's veteran orkster Art "Louie" Kassel about to drop the gun at the behest of his pert chirp, Gloria Hart, on the bandstand at the Nicollet Hotel, Minneapolis. The leader and his vocalist of the past seven years are enacting literally for the camera a photographic interpretation of the lyric of Kassel's currently moving Mercury dinking of "All Right, Louie, Drop the Gun." The Kassel platter, already on the stands for a couple of weeks, had a strong head start on other forthcoming waxings of the Leo Feist, Inc., pubbed novelty. Kassel, whose band has been in business for more than two decades and who has been one of the strongest mid-western band attractions thru all of these years, is being booked thru the General Artists Corporation.

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KINE OUTSTRIPPING H'WOOD

Who Lands in Congress Is Thought Food at Lindy's; ASCAP-ers Have Angles

Three Greenbergs, FDR Jr., Schwartz in Ring

NEW YORK, March 19.—The relationship of the American Society of Composers, Authors and Publishers (ASCAP) to the current political situation has become increasingly interesting. Last week it was pointed out in *The Billboard* that Herman Greenberg, recently of the ASCAP upper echelon, had his hat in the ring for the Democratic nomination for the vacancy in Congress created by the death of Sol Bloom. The latter was a great supporter of legislation favorable to ASCAP, and the possibility of Greenberg replacing him as unofficial protector of the rights of com-

posers and publishers intrigued the habitués of Lindy's.

Latest indications, however, are that the Society has many more po- (See *WHO LANDS* on page 22)

Pact With Belgium Bars Double Tax

WASHINGTON, March 19.—Belgium is the latest addition to the list of countries with which the State Department has negotiated pacts for the avoidance of double taxation, the Senate Foreign Relations Committee disclosed this week.

The Belgium treaty follows the same general pattern of the key pact (See *Pact With Belgium* on page 15)

Liquor Author'ty Nixes Ballantine TV Bowling Pact

NEW YORK, March 19.—Officials of the P. Ballantine Brewery and the J. Walter Thompson agency this week were scratching their heads in bewilderment over a recent decision of the New York State Liquor Authority which canceled freshly signed video contract with the American Broadcasting Company (ABC). Ballantine's had signed to bankroll ABC's *Bowling Headlines*, a Saturday night video show from the Rego Park alleys in Queens. But the Authority (See *Liquor Authority* on page 15)

Coke Vender Steals Laughs In Stem's "At War With Army"

NEW YORK, March 19.—It isn't often that a drink vending machine penetrates a Broadway theater much further than the lobby. Occasionally, one makes the backstage grade, when a more thoughtful management takes pity on the sufferings of thirsty players. However, when a drink vender really gets into the act and practically steals stellar laugh honors, as in *At War With the Army*, it is something of a record. So when Bob

Comics Receive Awards March 31

NEW YORK, March 19.—The National Laugh Foundation will present its 1949 "Comedy World Awards" in the seven laughing arts at its fourth annual gagwriters' convention at the Park Sheraton Hotel here Thursday (31), at 8:30 p.m.

Awards will be made to Mr. ACE and JANE, for radio; *As the Girls Go* (with Bobby Clark), for legit; *The Paleface* (with Bob Hope), for film; *Westward Ho* (by S. J. Perelman), for literature; Dennis Day, for music; Al Capp, for art (cartoonist), and Ray Bolger for dance.

Special awards will be given to Milton Berle, judged comedian of the year for his television show; Jean Carroll, female comedy discovery of the year; Dean Martin and Jerry Lewis, as the male comedy discoveries of the year; Danny Kaye, for his international comedy, and Drew Pearson, columnist, "an s. o. b. award for his sense of buffoonery."

The National Laugh Foundation sponsors the convention each year to launch National Laugh Week. Honorary chairman is Jimmy Durante.

Francis, *The Billboard's* legit aisle-squatter, came back from reivewing *Army* last week (March 19 issue), he urged this back-of-the-book scribe to drop in at the Booth to level a critical eye on the vender's dramatic contribution. This reporter did just that as of Tuesday (15).

And a truly hilarious performance it is. That tired old coke machine, likely a theater lobby veteran with a (See *COKE VENDER* on page 52)

Pic Product'n In TV Passes Films' Output

NBC Alone Prints More

NEW YORK, March 19.—Television network are now producing far more hours of film entertainment annually, via kinescope versions of their programs, than all Hollywood studios combined are turning out in feature films. However, even the amazing development of the kinescope end of video in the past six months is considered small potatoes compared with what may be expected in the coming year.

One network alone, the National Broadcasting Company (NBC), is outproducing Hollywood in film hours. Whereas the Coast film moguls last year had an output of about 500 hours for some 370 features, NBC alone now is printing kine films at the rate of about 700 program hours per year.

The NBC feat is all the more remarkable since the web commenced full-blast kinescoping only last September. By November 1, its output already was doubled, and by December 1 it was doubled again. Another doubling of its filming was reached in mid-January, and the web is now on the way to a new record.

NBC Hits 1,500

While the tele webs are turning out a much smaller number of prints per show than Hollywood does for each of its features, they must, conversely, produce a far greater number of pro- (See *Kine Taps Hollywood* page 15)

Can FCC Let Richards Retire?

He Wants Out But Hearings May Come 1st

Would Quit 3 Stations

WASHINGTON, March 19.—The Federal Communications Commission (FCC) is in a dilemma over its next procedural step after granting a new delay Thursday (17) in the Los Angeles hearing on the G. A. Richards case. The FCC issued the order for the deferment almost on the eve of the already twice deferred March 23 Los Angeles hearing and 24 hours after getting a written request for the delay from Richards' counsel, Burton K. Wheeler, former U. S. senator.

Wheeler stated in his letter that he was requesting the hearing delay of (See *Can FCC Let* on page 7)

BILLBOARD BACKSTAGE Some Inadequate Words About A Great Paper...and Good-By!

By Joe Csida

A little better than 15 years ago a gent named Larry Nixon introduced me to a high-strung, dynamic fellow named Leslie G. Anderson. Anderson, Eastern advertising manager of *The Billboard*, gave me a job as a clerk in the advertising department. I started February 5, 1934, and by actual count was fired seven times in the ensuing two-week period. I was —there is no doubt about it— incompetent as hell. But Andy (and I'll be forever grateful) changed his mind after each of the seven dismissals even before I had cleaned out my desk. And after that first hectic fortnight I settled down to what turned out to be as interest-packed, exciting and wonderful a 15-year stretch as any young punk could ever hope for. In a week or so, as a news

item in this issue explains, I will be working for the RCA Victor Division of the Radio Corporation of America. I have known a lot of RCA guys for a lot of years and quite naturally look forward to playing on the same team with those old friends and the new ones I hope to make. But this is a *Billboard* piece.

When the decision was made, I said to co-publisher Bill Littleford, "Is it okay if I write one more *Backstage*, just before I leave?"

Bill said, "Sure, but don't get mushy."

I told Bill, and I herewith warn you that I'll try not to . . . but no guarantees.

To begin with, now that I'm bowing out, perhaps I will not be con- (See *Billboard Backstage* on page 44)

Csida to RCA; Rog Littleford BB Ed Chief

Switch March 28

NEW YORK, March 19.—Effective March 28 Joseph G. Csida resigns as vice-president and editor in chief of *The Billboard* to move to Radio Corporation of America (RCA) as assistant to John West, vice-president in charge of public relations for the RCA Victor division of RCA in Camden, N. J. Csida will move into the newly created position at RCA April 4.

J. G. Wilson, executive vice-president in charge of the RCA Victor division, in announcing the Csida appointment, said that "with ever-increasing activity in the radio, television and recording industries, the need for closer co-ordination between all elements of our various businesses has become of prime importance to RCA Victor. Mr. Csida, with a wealth of experience and understanding in these three industries, is a valuable addition to the advertising and public relations staff of our company."

Roger S. Littleford Jr., vice-president and co-publisher of *The Billboard* (See *Csida to RCA* on page 55)

Bermuda New Yankee Act Mart

Radio Bigwig Plunges Into Vaude Field

Will Plug Acts on Station

HAMILTON, Bermuda, March 19.—For the first time since a Spanish gnat named Juan de Bermudez stumbled over these sun-soaked islands in 1515, American acts may get an opportunity to work here. At least the first serious tho faltering efforts are being made in that direction by a Bermudian group headed by Allan Joel and Campbell Wilkinson, who have retained Jerry Wilmot, general manager of the Bermuda Broadcasting Corporation, which operates the island's sole radio station, ZBM, a 250-watt percolator.

How many dollars the acts will be able to take back home with them is another question, since the islands—British controlled, of course—are plagued with a dollar shortage no less harassing than that facing the homeland. Wilmot's plan, nevertheless, makes good sense. Briefly it goes like this.

Free Passage and Board

Acts, most of them in the semi-name category, will get paid transportation to Bermuda and back and will be put up for the length of their stay (probably one to two weeks) at one of the island's swankier hostels, also cuffed. Or at least cuffed if they'll agree to do a couple of "guest shows" in the hotel's grill or ballroom.

Wilmot, in the time before the act's arrival and during its stay, will bang away via ZBM heralding the attraction's appearance in Bermuda. If the act happens to make phonograph records, those will be heavily played, a la disk jockey plugging in the U. S., then a concert, probably one or two nights, will be set up in one of the island's larger capacity combination indoor-outdoor theaters. This, too, will be aggressively plugged on (See BERMUDA NEW on page 49)

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Long Arm

HAMILTON, Bermuda, March 19.—Coincidence's famed long reach seems to pop up in connection with the planned opening of Bermuda to American acts (see adjoining story). Joe Csida, *The Billboard's* editor-in-chief taking a breather here, was interviewed last week by Jo Ritchie, of *The Bermuda Mid-Ocean News*. He timidly suggested that Bermuda might do well to bring in American acts. The story appeared in *Mid-Ocean News* Monday afternoon (7). Then it turned out that Jerry Wilmot, Montreal and London radio veteran now managing local Radio Station ZBM, was just beginning to launch such a Yank act-impotation idea.

Mich. Movies Fight Cafe TV

DETROIT, March 19.—This town may find itself with about 1,000 additional "cabarets" as the result of a feud between video and movie theaters, which broke into the open Wednesday (16) before the city council. Theater owners here, as elsewhere, have been viewing television with alarm, and plans for a definite attack on the situation have been in the minds of exhibitors for a year. Now they have taken shape in a plea presented by Charles W. Snyder, executive secretary of the Allied Theaters of Michigan, to the council to subject bars having video sets to regulation and license—at \$50 apiece—as cabarets.

The movie people contend that competition is unjust in this instance, and that the bars are showing televised movies. They suggest that bar owners would feel aggrieved if exhibitors were to start serving drinks in their lobbies, without paying a license fee.

The issue was turned over to the police department for study, with Lieut. Howard Stewart, city censor, indicating the belief that the cabaret ordinance refers to live entertainment and not to video sets. Snyder, incidentally, was the Detroit censor until he retired from the force a year ago. His contention would conceivably involve the bars affected by the federal cabaret tax. An alternative which has been suggested is that the bars be licensed also as movie houses.

Song and Dance Items Leading London Season

LONDON, March 19.—The English seem to like musicals and sketch revues more than ever. Besides the three American sellouts, *Annie Get Your Gun*, *Oklahoma!* and *High Button Shoes*, London has two new successes, *Carissima* and *Oranges and Lemons*, both playing to full houses. In the same vein, but considered a good buy for a broad laugh and typically English humor, the *Crazy Gang* takes honors, while *Bless the Bride* continues on its second season and *Slings and Arrows*, *Babes in the Woods* and *Bob's Your Uncle* do well as lesser musical attractions.

The 10 British comedies are Noel Langley's *Little Lambs Eat Ivy* and *Cage Me a Peacock*, J. Dighton's *The Happiest Days of Your Life*, Arthur MacRae's *Traveler's Joy*, Vernon Sylva's *One Wild Oat*, Ian Hay and Stephen King-Hall's *Off the Record*, R. C. Sherriff's *Miss Mabel*, *The Perfect Woman*, *The Kid From Stratford* and Douglas Home's *The Chiltern Hundreds*.

Only one serious new play has been successful this year in London, Terence Rattigan's *Playbill* (two one-acters, *The Browning Version* and *A Harlequinade*). The character development, the human impact and casting headed by Mary Ellis and Eric Portman make *The Browning Ver-* (See SONG AND DANCE on page 46)

2d Anti-Jim Crow Up; Little Chance

WASHINGTON, March 19.—Little attention is paid on Capitol Hill to a second bill to outlaw Jim Crow practices in Washington's theaters, hotels, niteries and other public places. The new measure was introduced this week by Rep. Arthur Klein (D., N. Y.). Earlier in the session Rep. Adam C. Powell (D., N. Y.) had introduced his perennial bill on the same subject. With both measures having been referred to the House District Committee which is dominated by legislators opposed to anti-segregation laws, there appears to be scant chance for either of them to reach even a hearing stage.

Klein's bill takes a new tack by invoking the D. C. licensing power to bring about compliance. It would ban the issuance of a license to any public place practicing racial segregation.

Tic Rhubarb May Hit Union On Rebound

MILWAUKEE, March 19.—The Milwaukee Federated Trades Council Wednesday (18) voted to ask the Stagehands and Projectionists' International Union, affiliated with the American Federation of Labor (AFL), to revoke the charter of its ticket sellers' affiliate, Local 729. A letter with such a request was sent to Richard F. Walsh, international president. Also, the council approved a resolution criticizing the tactics of the ticket sellers' local in its organizing here and calling upon the council's 200 affiliated unions to ignore any picket lines the ticket sellers might set up.

Activities of the ticket sellers' union last week caused cancellation of the Chicago Opera Artists' Association's performance of the *Barber of Seville*, scheduled for April 29 at the Auditorium here. The Milwaukee Opera Theater, a local co-op, also announced cancellation of its presentation of *Song of Norway*, slated for the Pabst April 29-May 1. Pabst has refused to sign with ticket sellers and the Opera Theater feared picketing.

Heidt's Headache

Meanwhile, the city developed more union headaches. Horace Heidt's (See TICKET RHUBARB on page 52)

Ice "Vanities" Going Abroad

NEW YORK, March 19.—Ice skating history will be made with the first trans-Atlantic trek by a major ice skating revue, when the *Skating Vanities of 1949* sails May 4 for a tour of Britain and the Continent, according to an announcement by Harold Steinman, owner-producer. Icers have met with considerable success in both Canada and Mexico.

Steinman said that the entire com- (See Icer Going Abroad on page 52)

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Vend, the monthly magazine of automatic merchandising.
Turnover, the monthly magazine for record and phonograph dealers.

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- No. 1 Disk via Dealer Sales
CRUISING DOWN THE RIVER. R. Morgan Ork. Decca 24568
- No. 1 Disk in the Nation's Juke Boxes
CRUISING DOWN THE RIVER. Blue Barron Ork. MGM 10346
- No. 1 Most Played Juke Box Folk Record
DON'T ROB ANOTHER MAN'S CASTLE. Eddy Arnold, Victor 21-0002
- No. 1 Best Selling Retail Folk Record
DON'T ROB ANOTHER MAN'S CASTLE. Eddy Arnold, Victor 21-0002
- No. 1 Most Played Juke Box Race Record
HUCKLEBUCK. P. Williams, Savoy 683
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Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 26 to 41 in Music Section.

NEW RESEARCH HASSLE DUE

Streibert, Weiss, Gimbel, O'Neill on MBS Committee Seeking New Web President

HOLLYWOOD, March 19. — Ted Streibert, president of WOR; Lewis Allen Weiss, board chairman of the Don Lee network; Tom O'Neill, of Yankee Network, and Ben Gimbel, of WIP, Philadelphia, have been named to a four-man committee to seek a new president for the Mutual Broadcasting System (MBS), it was declared here this week. This confirms earlier reports that the MBS directors seeking to oust Edgar Kobak, incumbent web head, had obtained enough voting power to gain their objective.

The MBS factions represented on this committee control, all told, 83 shares of stock among them. Mutual has issued only 129½ shares, so this gives the anti-Kobak group enough votes if such a procedure is necessary. WOR, Yankee and Don Lee each have 25 shares; WIP has 8. Other stockholders include WGN, Chicago, 25 shares; WHK, 13½, and CKLW, Windsor-Detroit, 8.

Decision by April 8

The MBS committee is said to have been charged with the task of agree-

ing on a successor before April 8, when the board will meet again in Chicago. The question of a new program vice-president, to succeed Phillips Carlin, who resigned after the last MBS board meeting, will be held in abeyance until the new president is chosen.

The Kobak-board dissension climaxes a lengthy tussle, led originally, it is reported, by the Don Lee interests, and later joined by other Mutual stockholders. At the crux of the matter are two counter claims. One is the reported discontent of the stockholders with Kobak's program and sales accomplishments. Against that is the claim that the entire independence of key MBS stations has stymied Mutual's own efforts at development.

Two Questions

Trade observers are now asking two questions. One is whether MBS stations will be more co-operative with any new president. The other is as to whether the present situation could not have been resolved somehow, without the resultant needless embarrassment, either to Kobak, a radio exec of long and noted standing, or to the network itself.

Kobak left this week for Miami and Georgia and all efforts to reach him were fruitless.

Johannes Steel, 'DC,' Finds WLIB Refuge

NEW YORK, March 19.—Johannes Steel, one of radio's "displaced commentators," will resume broadcasting after a lengthy layoff April 3, over WLIB, New York. Steel, who is publisher of the *Report on World Affairs* newsletter, which now sponsors William Gailmor, another "d.c." on the same station, will air under the same auspices. The Steel-Gailmor sponsorship is the first instance of one commentator's sponsoring another.

Steel and Gailmor will broadcast alternate nights, Monday thru Thursday at 7 p.m. and Sundays at 4 p.m.

Allen To Lay Off One Year Despite New NBC Agreement

NEW YORK, March 19.—Despite his signing of a contract with National Broadcasting Company (NBC), giving that network exclusive claims to his services in both radio and television, Fred Allen intends to lay off for one year, the comedian stated Friday (18). In accordance with his previously stated intentions, Allen says he's going to relax for a year, at the end of his present run for the Ford dealers in June. He hopes that by the time he returns to work, in the fall of 1950, the radio-video confusion will have clarified itself to the extent that he'll know whether he's better off working in AM or TV.

Allen's contract with NBC is for one year, effective with the radio season of 1950. However, it gives the comedian the right to return to work sooner than that on 90 days' notice to NBC. The web, in turn, has guaranteed to find him a suitable time, irrespective of when he resumes his chores. The web is guaranteeing

Pioneers' Wives

NEW YORK, March 19.—The Radio Pioneers, formerly the 20-Year Club, will break their long-entrenched tradition at this year's annual feed, to be held March 31 at Toots Shor's. It'll be the first time that wives of members have been permitted to attend, under a flat issued by Edrar Kobak, club president. The tariff this year is \$9.50 per, compared to the \$12.50 knock which was asked last year, and a show featuring early-day radio stars will highlight events.

Att. Gen. Clark To Address NAB On Biz Aspects

WASHINGTON, March 19.—Atty. Gen. Tom Clark will be the main speaker at the second day's luncheon of the National Association of Broadcasters (NAB) Chicago convention which runs from April 6-13. Chairman Wayne Coy, of the Federal Communications Commission (FCC), will be the opening day speaker. The attorney general's talk will be on the relationship of radio to small business, it was disclosed this week as convention plans neared completion.

Meanwhile, the NAB "streamline committee" in a meeting here Wednesday (17) completed a tentative plan to be submitted to the NAB board at the convention. The plan calls for some reshuffling in the NAB departments to make room for the appointment of a new TV director and a legislative representative without putting a strain on the NAB budget.

Other convention plans completed this week call for a public relations panel on the second day, with Frank King, chairman of the public relations committee, presiding. Panel speakers will include: Robert T. Mason, WMRN, Marion, O.; Harold Fellowes, Boston; Richard Doherty, employee-employer relations director of NAB; S. Nicholson, president of the National Association of News Directors, and E. R. Vadeboncoeur, WSYR, Syracuse.

Radox Potent Threat Hyped By New Coin

Expansion Plans Afoot

NEW YORK, March 19.—Radio's already highly competitive rating research field is due to gain a potent new threat within the next fortnight when Sindlinger & Company, which operates the Radox electronic audience measurement device, is due to acquire some \$300,000 in new money for expansion. Radox recently curtailed its pilot operation in Philadelphia, to which a number of stations and agencies there subscribe, pending outcome of the negotiations. The influx of new financing is expected to enable Radox to offer a potent challenge to the established research organizations.

Two groups are believed involved in the new capitalization. One is said to consist of a Chicago syndicate and the other of a New York-Hollywood combine headed by an ex-film executive.

Plans To Expand

Expansion plans embrace early installation of the Radox equipment to service New York and the completing of the Philadelphia circuit. This expansion of installations is likely to cost as much as \$200,000, with the remainder of the money to be invested in beginning expansion to other cities after work in New York is well under way.

Expansion to full national coverage by the instantaneous measuring device is unlikely in the near future, but is more apt to come on a gradual city-by-city basis. Installation of a national service at this time would involve almost insoluble equipment problems and would cost close to \$1,000,000.

Unconfirmed reports this week had the C. E. Hooper rating service suffering cancellations from WEEL, Boston, and WBBM, Chicago, two o-and-o stations of the Columbia Broadcasting System, as well as from WGN, Chicago.

Coy, Not Mon, To Head NSRB?

WASHINGTON, March 19.—Rumors are current here that President Truman is considering Wayne Coy, chairman of the Federal Communications Commission (FCC), as chairman of the National Security Resources Board (NSRB). With the Senate Armed Forces Committee having tabled Truman's nomination of Mon Walgren for the NSRB chairmanship, the President is reportedly bitterly resigned to the prospect of substituting a new candidate for the NSRB post, one of the most important of the federal defense offices. Coy is mentioned in the van of prospects.

Fischer & Petrillo

Set Confab on Tape

HOLLYWOOD, March 19.—Phil Fischer, radio-tele rep for Local 47, American Federation of Musicians (AFM), will fly to New York this week-end for conference with union topper James C. Petrillo on plans to revise regulations governing tape recording airshows. Fischer will push for adoption of his recommendation that taped radio airers be placed under the same regs now governing musicians on live stanzas. Petrillo has turned down the proposal once, insisting that transcription scales prevail.

Fischer's insistence on keeping taped shows out of the transcription bracket stems from a threatened loss of certain provisions of live scale code which are not included in transcription regs. Paramount among these are security rights and guarantee of 13-week employment cycles, extra dough for repeat airings, extra fees for doubles and time and a half for work managers. None of these provisions, applicable to live shows, is a part of the transcription code.

Accompanying Fischer will be Local 47 board member Maury Paul and work managers Dave Klein and Cliff Webster. Meeting with Petrillo is set for early this coming week.

When Replacem'ts Sign, Can Summer Be Far Behind?

NEW YORK, March 19.—What is believed to be the first summer replacement deal of the season was set this week when the Electric Companies, which sponsor Helen Hayes, signed to bankroll Corliss Archer during the summer. The time involved is the Sunday night 9 p.m. half hour on the Columbia Broadcasting System with N. W. Ayer the agency.

The deal is unusual in that, unlike most contracts now being signed, it does not involve tele rights, for which another deal is perking. The starting time is indefinite. Miss Hayes is laying off for 18 weeks, but the account may either take an eight-week hiatus and air Corliss for 10 weeks, or air Corliss for the entire 18-week stretch. The agency for the Corliss series is Jimmy Saphier.

CBS Preps 7 New Packages For Dog Days; Stress Comedy

NEW YORK, March 19.—The Columbia Broadcasting System (CBS) is prepping seven new packages to fill the expected gaps in its summer programming schedule when the hiatus season begins in a few months. Harry Ackerman, CBS veepee and director of network programs, arrives here from Hollywood Monday (21) to confer on the shows with Hubbell Robinson Jr., veepee in charge of programs.

Comedy will be stressed. Rudy Vallee, who has recently made a strong comeback in films and night clubs, is having a show built around him dealing with a professor who inherits a carnival. The program will capitalize on the stuffed shirt character that Vallee has enacted so successfully recently in several movies.

In the same vein, Joan Davis is having a situation comedy scripted for her about a sales girl in a department store. It is significant here that CBS is using its most successful formula for comedienne—the situation commonly known to most people converted to a radio program. It worked with Eve Arden, a school teacher in *Our Miss Brooks*; Lucille Ball, in *My Favorite Husband* and Marie Wilson, in *My Friend Irma*.

CBS is also fashioning a half-hour musical revue for Abe Burrows, who clicked strongly last year. Hoagy Carmichael, the singing composer, will star in a new mystery show.

Among the others, Erskine Johnson, Hollywood columnist, will emcee a new show about Hollywood called *Make Believe Town*. Another show in work is *Earn Your Apples*, a quiz seg featuring school teachers. Also on the list are Janet Waldo and

Standard Entering Package Seg Field

HOLLYWOOD, March 19.—Standard Transcriptions will invade the packaged program field with introduction of five new continuity shows to augment the firm's regular library service. Series will be premed for members of the National Association of Broadcasters (NAB) at the Chicago convention next month, at which time sample shows will be distributed for industry perusal.

Gimmicks in new series include complete packages of voice tracks, musical intros and continuity, including production aids such as automatic fades and bridges. By using special tracks, station programmers can present fully integrated shows of varying length without using studio board fades or other production essentials. Programmers need only to combine theme tracks, voice dubbings and intros to build a show to local specifications.

Five shows already set include *Twentieth Century Serenade*, featuring pop concerts; *Hollywood Calling*, which will include movie star interviews waxed by Hollywood film commentator George Fisher; *Personality Series*, featuring voice dubbings by Standard artists; *Meet the Band*, on which orksters are used introing their own tunes; *Music in the Modern Mood*, built along semi-classical lines.

Series marks first time Standard has gone in for an augmented programming service other than furnishing subscribers with publicity releases and weekly continuity scripts.

Jimmy Lydon in *Young Love*, a situation comedy to be written by Bob Lee and Jerry Lawrence.

The Burrows and Carmichael shows for CBS last year each were quarter-hour shows and the web's experience has been that the 15-minute segs not only make evening programming difficult but are actually tougher to sell than 30-minute shows. Accordingly, both Burrows and Hoagy this time are being built into half-hour packages.

NBC Planning Giveaways for Hooper Hypo?

NEW YORK, March 19.—The National Broadcasting Company (NBC) this week appeared to be turning to giveaway shows for a quick Hooper hypo. A heavy-money giveaway, which the web has had in development for some time, is reported to have the inside track to take over the 7 p.m. Sunday time which Horace Heidt will vacate after April 17. Yesterday (18) NBC optioned a second giveaway airtel, *Sweepstakes*, a package of Wilbur Stark and Jerry Layton and is reported planning to begin airing it also in April.

Heidt will move his amateur talent stanza back to the 10:30 p.m. time in which it did so well before it was shifted up to buck Jack Benny. The Biow Agency said that the reason for the reversal was because during good weather the late evening hours are more apt to snare the listeners. *Who Said That*, NBC package now in the 10:30 slot, is likely to take a two-week hiatus before resuming in a new time slot.

ARP Shooting Script Prepped for Confab

NEW YORK, March 19.—A final "shooting script" by the time convention time rolls around next month is the latest aim of the All Radio Presentation (ARP) committee of the National Association of Broadcasters (NAB). It's hoped that the script, which has been giving the ARP group a terrific headache, will be satisfactory at that date at the latest. Scribbling is being done by Vic Ratner,

Heller Slated for TV Union Head; Jurisdiction Unsettled

NEW YORK, March 19.—George Heller, executive secretary of the radio actors' union, is slated to become head of the new proposed television union, provided a few major "ifs" are first resolved. The major question confronting the various actor unions trying to settle the TV jurisdiction problem concerns the new union's autonomy, and unless this is solved, there is a strong possibility that the radio actors' union will claim all Eastern video jurisdiction, thereby precipitating a king-sized union row.

The American Federation of Radio Artists (AFRA) has taken the stand that the members of the new union should decide their own fate and have autonomy after two years. Opposed to this is the stand taken by Equity and the American Guild of Variety Artists (AGVA) to the end that all unions participating in creating the new TV union retain control thereof. AFRA's point is that only the actors actively performing in video should be the ones to govern the new union's



KLZ's Kilocycle Controller

HARVEY WEHRMAN

KLZ's chief engineer has been chaperoning KLZ's 560 kc. frequency for a dozen years; now has FM under his wing, too. KLZ holds one of the industry's best operational records.

KLZ, DENVER

Flop on CBS Chills Luckies On Day Shows

NEW YORK, March 19.—Indications are that Lucky Strike cigarettes will not venture into daytime programming again for some time. The account is said to have been disappointed by its low Hooper in its first daytime venture, *Your Lucky Strike*, over the Columbia Broadcasting System (CBS).

The networks have been submitting their daytime properties, but the account has been loath to take the dip. CBS, for example, offered three shows, with none considered acceptable. Feeling is at the net that it will not submit more shows, since its last pitch, *Your Lucky Song*, stacked up as a top program.

The cigarette sponsor went into daytime programming after observing the excellent results two competitors achieved—Chesterfield with Arthur Godfrey and Philip Morris with *Queen for a Day*.

sales promotion head at the Columbia Broadcasting System (CBS), and Maurice Mitchell, of the NAB.

Meanwhile, the 100G contributed by NAB member stations to pay for the ARP project is being held aside, pending script approval.

destiny, rather than impose upon them an absentee landlordism administered by execs of unions in other fields.

Jurisdictional War

The danger of a jurisdictional war is not as remote as might be considered. AFRA is adamant on the TV autonomy pitch and takes the stand that unless the new union can be shaped up shortly, it will be fruitless to waste further time in intra-union bickering. The radio actors' union also argues that members of all former fields now working in video are taking a financial drubbing, and further delay would be grossly unfair to them.

However, the fact that both Equity and AGVA have unofficially okayed Heller as the TV union head is held as promising, since both had opposed him heretofore. Heller is to resign from AFRA and will probably be succeeded by Frank Reel, now assistant national executive secretary.

Morey, Sherman Shift in WBBM Policy Revamp

CHICAGO, March 19.—As part of plans for the revamping of its program policy, WBBM, local Columbia Broadcasting System (CBS) o.-and-o. station, this week upped Al Morey, former production manager, to the position of program director. Morey will succeed Val Sherman, who will devote full time to production of his *Patrick O'Riley* show, which this week went commercial on WBBM under sponsorship of the Chicago Laundry Owners' Association.

As indicated last week, Morey will concentrate on creation of new, low-cost packages, most of them musical productions. Working with Morey on plans for the new shows will be Caesar Petrillo, musical director of the station.

Urges New Program

Morey has been an exponent of new, unusual musical programs. He has long contended that most musical programs today are hackneyed and antiquated. His plans will center around the combined use of unusual musical combos and specially written continuity. Most new programs, he said, will be budgeted for \$100 to \$150 per show.

New production plans call for not only creation of musical programs but also packaging of new, low-cost audience participation, interview-dramatic and straight dramatic series.

When new shows are in shape the station's sales staff will work in conjunction with the program department to offer these low-cost packages, which are expected to satisfy demand of advertisers inaugurating budget-cutting policies.

NBC Throws Dog Days Out Window

HOLLYWOOD, March 19.—The phrase "summer replacement" has been yanked from the jargon of the National Broadcasting Company (NBC), effective immediately. Web Administrative Veepee Ken Dyke this week issued a staff memo banning reference to "summer replacement or summer series" whenever hiatus air stanzas are mentioned. Hereafter all such shows will be treated as new airtels despite prior plans to drop programs after a summer run.

Dyke's reasoning is that continual reference to "replacement" gives show an ill taste and makes acceptance by the listening public more difficult. Also chances are that some warm-weather entries will carry over into fall as part of the web's hyped programming push, hence implication that shows are fill-ins is false.

Weber Gets Control Of WMOB in Mobile

MOBILE, Ala., March 19.—Fred Weber, of New Orleans, formerly of WDSU in that city, has purchased at least 50 per cent interest in WMOB, Mobile, and has obtained an option to buy the remaining 50 per cent.

While these figures were without confirmation, it was learned that Weber had paid \$50,000 to the Nunn Broadcasting Company, owner of the station, and had issued notes for an additional \$150,000.

The Nunn Broadcasting Company, of which Gilbert N. Nunn is president, owns four other radio stations. It is reported that Nunn is planning to dispose of three stations under their control and move into the television field with stations in Lexington, Ky., and Amarillo, Tex.

An estimated \$90,000 was said to have been spent on improvements at WMOB, including the installation of FM equipment.

IT'S A BIG
WIDE
WONDERFUL
WORLD

SEE PAGE 24

Can FCC Let Richards Duck Case Hearing?

Seeks To Bow Out

(Continued from page 3)

at least 30 days "because of the condition of Mr. Richards' health" and he informed the FCC that "in the interval he will submit an application to transfer the voting control of all stock owned by Mr. Richards in the three corporations named in the investigation (KMPC in Los Angeles, WGAR in Cleveland and WJR in Detroit), thereby relieving him (Richards) of any further duties or responsibilities to them."

Without specifying details of the proposed stock transfer, Wheeler's letter stated: "The trust or other agreement will contain such conditions and be in such form as to meet the fullest requirements and the approval of the commission."

Richards, who has been charged by some former KMPC employees with having ordered slanting of news programs, is principal stockholder of the three stations. Altho the complaints reached the FCC more than a year ago, a preliminary hearing has not yet been held.

The FCC's next step in the case is a matter of perplexity among some FCC-ers because of the procedural problems involved.

Richards' latest maneuver is seen as putting the commission on the spot, inasmuch as it is also facing another major issue in the case—the question of whether a license renewal will be granted to WGAR pending the Richards investigation. The renewal has been indefinitely deferred.

Legalists point out that a serious procedural problem lies in whether the FCC can act on the last-minute request for stock transfer without first disposing of the news-slanting investigation. The commission is considered to have established a precedent along that line in a case in which the commission contended that a request for a stock transfer could not be considered while a question of the status of a station application is already the subject of a hearing. If the FCC complies with this policy, it will be compelled to proceed with the Richards investigation and the license renewal question before considering the request for a transfer of Richards' stock interests.

The latest development in the Richards case followed an exchange of correspondence between the FCC and Wheeler. FCC Chairman Wayne Coy heard from Wheeler in a letter dated March 16:

"Please be assured that Mr. Richards' health has been and is of continuing concern of counsel and even with the limited knowledge we then possessed, it was with great hesitancy that we suggested a hearing here in Washington. Our only justification for same was that since the hearing seemed inevitable, a personal appearance here in Washington would be less strenuous, particularly since he, his wife and daughter, who are the principal stockholders, were already here."

The letter went on to suggest the hearing cancellation and to propose the submission of the stock transfer negotiation "in the spirit of justice and fair play as well as full and complete co-operation." Wheeler declared that holding of the scheduled hearing could "imperil" Richards' life, and added that Richards "for the past five or six years" had voiced his wish to retire from his stations on his 60th birthday, which occurs today.

House Is Against Any Tax on Plugs

WASHINGTON, March 19.—Prior to rejecting a local sales tax this week, the House voted its belief that any form of advertising tax was unconstitutional. By voice vote it eliminated a section of the measure which would have placed a 2 per cent tax on local radio, television and newspaper advertising.

Offering the amendment to eliminate the section, Rep. Sam Hobbs (D., Ala.) remarked that a great many people contend that "this section violates the first amendment of the Constitution guaranteeing freedom of speech and press." Other representatives called attention to a Supreme Court ruling knocking out a Louisiana ad tax. Finally, Rep. Howard Smith (D., Va.), in charge of the sales bill tax, told the House that the district committee was unaware of the court ruling at the time the bill was drafted. "I am sure we did not want to do anything which was unconstitutional," he declared, adding that the Hobbs amendment was acceptable to the district committee.

With freshmen congressmen voting almost en masse against the sales tax, the bill was defeated by 176-166. If enacted, it would have included nitery tabs among items taxed at a 2 per cent rate.

NAB Presses Fight Against Featherbed

WASHINGTON, March 19.—The National Association of Broadcasters (NAB) is plugging to get the Leavenberg Act's anti-featherbedding provision inscribed in the proposed substitute for the Taft-Hartley Act. NAB's chief counsel, Don Petty, urged the featherbedding ban this week in testimony before the House Labor subcommittee on the Taft-Hartley Act repeal. Petty told the subcommittee that "few will disagree with the proposition that an employer should not be compelled to pay for services which are not required, or to pay exactions for services not performed."

NAB also wants any new labor-management law to broaden secondary boycott prohibitions to apply specifically to radio, as well as to allow the securing of injunctions against such boycotts. Other amendments urged by NAB would ban mass picketing and other "coercions" of employees by labor unions, provide employer freedom of speech equal to that of unions, and make a union shop the maximum amount of protection granted under the statute.

The Taft-Hartley repealer under consideration by the subcommittee is the administration-sponsored measure to substitute a modernized version of the old Wagner Labor Relations Act of 1935 for the T-H Act.

Amateur Talent Is Aussies' New Rage

SYDNEY, March 19.—Talent-hunt amateur programs have become the big new rage in Australia, with bank-rollers here scrambling to get on the bandwagon. The Rinso Amateur Hour, which has been going along quietly for a number of years, has become the model after which most of the new alrers are being patterned.

Three of the newer talent stanzas are the Vacuum Oil Company's Mobile Quest, which doles out \$5,750 in prizes, including \$3,250 for the top warbler; Maples Parade, which divides its \$8,285 in prizes according to talent category, and Young Australian Stars of 1949, broadcast by 3UZ, Melbourne, which offers a smaller prize total of \$325. A number of top national sponsors now are reported considering following the leaders by switching over to amateur formats while they're hot.

Houston Outlets Poll Dialers, Tab Listenin' Habits; Evening Fave, Sports; Afternoon, Jazz

HOUSTON, March 19.—All eight local stations here financed a study on radio listening which recently was completed by the University of Texas Bureau of Research in Education by Radio and the market research firm of Joe Belden & Associates. This unusual co-operation among competing outlets involved KATL, KCOH, KLEE, KNUZ, KPRC, KTHT, KTRH and KXYZ, with execs of these stations working together to find out how the stations could best serve the community. Personal interviews

of 956 persons living in radio-equipped homes dealt with listening habits by hours of the day, what type of shows potential listeners want most at various hours, public interest in new shows, how people learn about shows, opinions and criticism of various types of shows, and proportion of radio homes with FM receivers.

The survey disclosed that nearly half the homes in Houston have more than one radio receiver. Nearly one-third of those living in radio homes said they had radios in their cars. Almost 20 per cent indicated they listen to the radio at places other than home, such as work, store, school and other people's homes.

About 70 per cent of adults listen to the radio every weekday, while about 6 per cent never listen on weekdays. Only about one in 20 adults said he listens "almost never" to the radio. The survey also indicated that slightly more adults in non-telephone homes listen to the radio than those in telephone homes.

In the peak listening hours of 7 to 10:30 p.m., the type of program most desired was sports shows. Between 6 and 8 a.m., noon and 1 p.m., and 6 and 7 p.m., the demand was for more news shows. More popular dance music was the top request for the 1-to-6 p.m. period and the 8 a.m.-to-noon hours.

Of the respondents, 9 per cent said they had FM sets. However, a check of homes showed that only 7.7 per cent actually had FM receivers.

KXOK Rent Panel Battle Nixes Show

ST. LOUIS, March 19.—Members of the panel in the discussion program, *Wake Up, St. Louis*, which airs over KXOK here, got so worked up before the program was broadcast this week that the show had to be canceled. The four panel members, who were to have debated on rent controls, Monday (14), got so heated in their pre-broadcast discussions that one stalked out in a huff, flatly refusing to participate with the others.

Bruce Barrington, KXOK news director and moderator of the show, is reported considering waxing the pre-show talks in the future, since the fireworks this week were far more exciting than anything the actual show itself could have produced.

CBS To Drop Cuff Of "Ace and Jane"

NEW YORK, March 19.—*Mr. ace and Jane* will be dropped from the Columbia Broadcasting System (CBS) sustaining ranks the first week in May.

The web claims the program is difficult to sell since being dropped by General Foods.

'VOICE' HUNTING SHOWS

NEW YORK, March 19.—The State Department is seeking dramatic and documentary programs for the *Voice of America*. Specifications have been set for the show to be transcribed in English, Spanish, Portuguese, Italian, French and German. The department intends to buy the shows from private radio companies.

For Profitable Selling—Investigate

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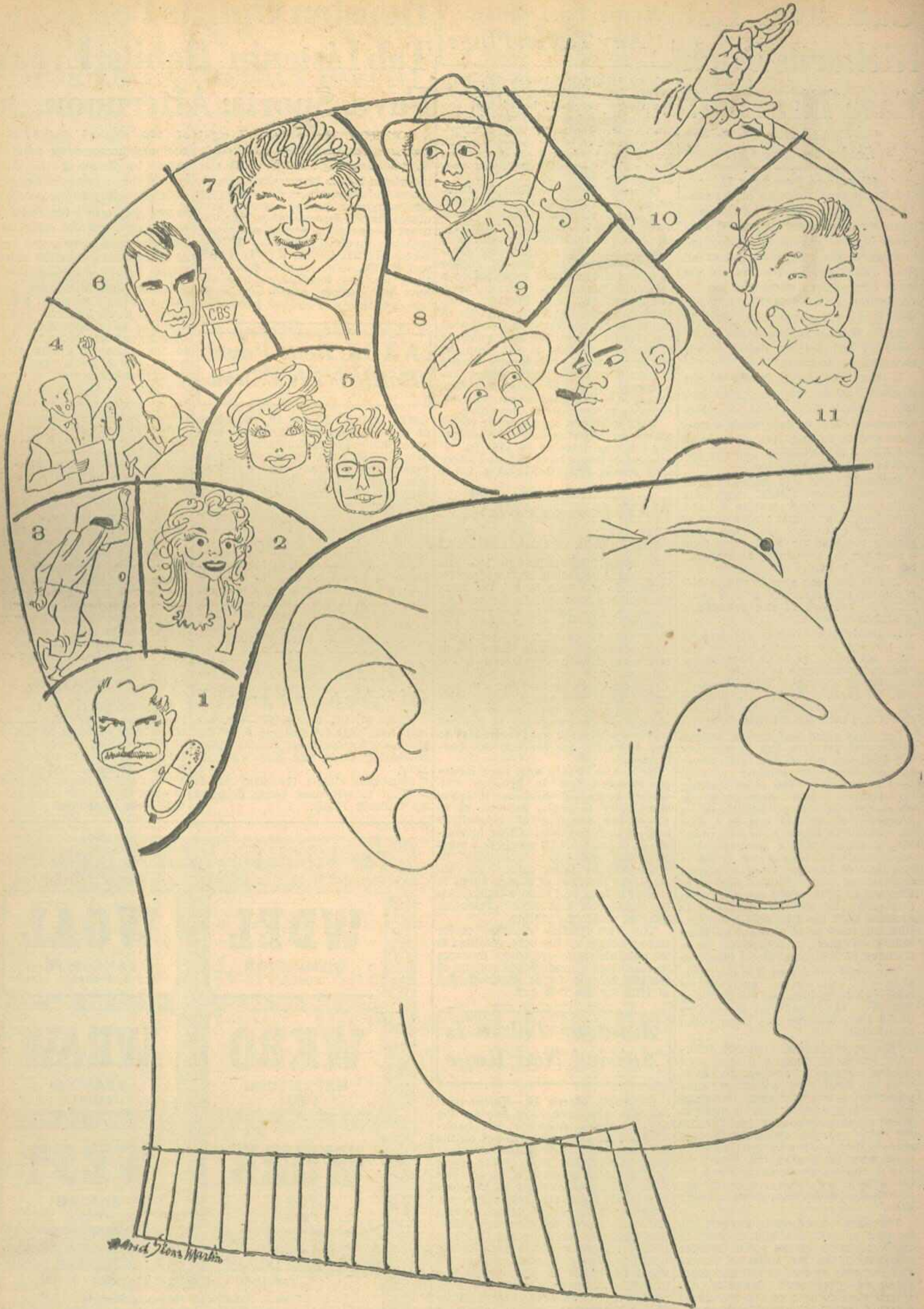
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INSIDE U.S.A.

In nearly everyone's mind today

the CBS Program Schedule is the strongest in all radio . . . strongest because it pleases and serves most of the people more of the time.

This leadership in network programming is no accident. It is the calculated result of years of planning successfully followed through.

And it has been accomplished in many ways:

- by *inventing* great package programs like "Suspense" and "My Friend Irma";
- by "*showcasing*" great programs like the Philharmonic;
- by *developing* great personalities like Godfrey;
- by *securing* them, like Benny and Amos 'n' Andy.

Invention . . . showmanship . . . initiative.

These are the vital elements which CBS has woven into this rich pattern of listening inside U.S.A.

If you have your own radio program, you can be sure this pattern is the one in which it will flourish best.

If you need a radio program, you can be sure that CBS has it for you—for the best *new* programs will continue to come from the Columbia Broadcasting System.

1. Lowell Thomas
2. My Friend Irma
3. Suspense
4. Lux Radio Theatre
5. My Favorite Husband
6. Edward R. Murrow
7. Dr. Christian
8. Amos 'n' Andy
9. Jack Benny
10. N. Y. Philharmonic
11. Arthur Godfrey

CBS

NBC'S NEW VIDEO CONCEPT

3 Men Share Program - Wk. Responsibility

To Relieve Pressure

NEW YORK, March 19.—A change in program department structure for television, whereby three program execs will be responsible for specific portions of the program week, is now being put into effect at the National Broadcasting Company (NBC). The new move is designed basically with the two-fold purpose of relieving NBC TV program execs of the manifold pressures to which they are now subject, as well as a means of improving program line-ups on given days.

The tentative arrangements, as sketched out in the planning stage, call for two program supervisors, functioning under Norman Blackburn, NBC TV program boss, to split the responsibility for the evening hours, one from Tuesday to Friday, the other Saturday to Monday. A third supervisor will be responsible for the growing daytime operation. Altho not confirmed, it was said that the evening assignment will fall to Bob Sarnoff and Charles Prince, recently brought into New York from the Coast for "indoctrination."

Another part of the NBC realignment is said to provide for the placement of the clearance problem in the hands of one person. This means that rather than individual producers clearing rights this complicated problem will be funneled thru one source.

L. A. News Divorces Radio, Television

HOLLYWOOD, March 19.—The Los Angeles Daily News will divorce its radio and tele feature coverage with introduction of a new, enlarged daily television section, beginning today. First local metro sheet to give video the glad eye, *The News* will intro several innovations in tele coverage. In addition to a daily video column, written by radio editor Walt Taliaferro, the tele page will feature a tuning guide with channels and stations marked off for easy tuning. Also programs will be listed by hour, rather than by station, as is current general practice.

The News will continue to carry full radio logs, plus the daily Taliaferro column and John Crosby's syndicated column, latter on an irregular basis.

WAGA-TV, Atlanta, Makes Its Debut

ATLANTA, March 19.—WAGA-TV stepped animatedly into Atlanta's television picture March 8 with an inaugural program from its studios on West Peachtree Street, N. W. The dedicatory program, *In Conquest of the Sky*, dealt in allegorical style with what communications have contributed to America's greatness. The narration was prepared by radio veteran John Bartlett, of Quitman, Ga., formerly on the staff of WAGA-AM.

Appearing in the program were Bill McCain, WAGA-AM program director; Lambdin Kay, Atlanta radio pioneer; Jon Farmer and his all-star review, with Perry Bechtel, instrumentalist; dancer Jerry Long (Miss

Erin Ga Hic!

NEW YORK, March 19.—Televising of the St. Patrick's Day parade by WPIX Thursday (17), originally skedded from 1 to 3 p.m., had to be extended to 5 p.m. because of the heavy telephone pressure from viewers. When coverage finally wound up in favor of the regular shows, complaints piled up in considerable numbers. The station's switchboard gals estimate that an average of 300 calls per hour came in while the parade was taking place.

Of those phoning, about 90 per cent came from viewers with thick brogues vowing they loved the station and Jack McCarthy's commentary. And half the callers, say the operators (who seldom are wrong), gave vocal evidence of the heavy celebrating they were doing.

Kleenex Inked For ABC Video; June Debut Set

CHICAGO, March 19.—International Cellucotton Products Company, maker of Kleenex, this week ordered network time on the American Broadcasting Company's (ABC) video web. Details concerning title, format, starting date and time are not set, said Hugh Davis, executive vice-president of the Foote, Cone & Belding Chicago office, agency on the account. He said the show would be a once-a-week, half-hour night audience participation program built around a baseball gimmick format.

Show will start in June, Davis said, and will be aired on the full ABC network of 14 stations. Chicago will be the originating point for the program, which has been developed by FC&B's local video department.

Contract covering the series will be a typical 52-weeker with 13-week renewal options. If present TV time rates prevail, the program, for time and talent, will cost Cellucotton about \$400,000 per year.

Significant factor about the program is that Kleenex, altho a heavy user of most media, has seldom used radio. Davis said the account used radio for one year, about 10 years ago, and had bought a 13-week AM series about eight years ago. Davis views the series as substantiation of his theory that many TV sponsors will come from ranks that have not used radio and therefore will not contribute toward a decreasing of radio's revenue.

Atlanta 1949); Sandy Marks, impressionist; singers Fran Austin and Paul Dent, pianist Wesley Frank, the Homeland Harmony Quartet and hillbilly recording star Fairly Holden with Jack Holden's Happy Ramblers.

Many of the executives of the Fort Industry Company, parent company of WAGA, were present as first-nighters. Among these were George B. Storer, president, and Lee B. Wailes, general manager. James E. Bailey, managing director of WAGA properties in Atlanta, was one of the first to reach the studio.

The 50-minute all-star revue was presented by Economy Auto Stores in co-operation with the Philco Corporation. Commercial settings were staged by Bob Elliott, advertising director of Economy Auto Stores, and Jack Frost, Southeastern advertising promotion director for Philco Corporation.

'Ford Theater' Shift to Mon. May Cut 'Goldbergs' to 3-a-Mo.

NEW YORK, March 19.—An unprecedented situation, either for AM or TV, has arisen out of the pending shift from Friday night to Monday night of *Ford Theater* (TV version). As a consequence, *The Goldbergs*, now sponsored by General Foods, will

cut down to three broadcasts a month instead of four. No precedent for such a development is recalled by radio oldsters.

Ford Theater shifts to 9 p.m. Monday on April 11, placing it in direct competition with *Lux Radio Theater* on the Columbia Broadcasting System (CBS) AM. The Ford dramatic show will be aired on the second Monday of April, May and June, then vamp for the summer. The other weeks of those three months will be filled with *The Goldbergs* at 9 and a new Ford Dealers' show, *Thru the Crystal Ball*, 9:30 to 10 p.m. *Ford Theater*, thru Kenyon & Eckhardt, is institutional for the parent company; the second show, handled by J. Walter Thompson, is for the Ford Dealers' Association.

There had been some question as to whether CBS would actually switch the *Ford Theater* seg to Monday nights, in view of opposition from Lever Bros., sponsors of the *Lux Radio Theater*. This week, however, CBS formalized the contract with Ford.

It's considered likely that *The Goldbergs* will wind up with a new time in the fall.

KNBH Sells Half Program Sked; Eyes Expansion

HOLLYWOOD, March 19.—National Broadcasting Company's (NBC) Hollywood tele station KNBH revealed this week that half of its 19-hour-and-20-minute weekly sked had been sold as of March 18. Altho still operating in the red, KNBH ledgers disclose that eight hours and 20 minutes of programing are bankrolled, plus some 34 spots slotted thruout the Sunday to Thursday schedule.

KNBH has snared 15 one-minute spots and 19 station breaks. The only KNBH program sale made to date is the 15-minute Jack Lane stanza, bankrolled once a week by the Foreman & Clark clothing chain. Rest of outlet's commercial programing consists of kine recordings of Eastern shows. Also the net has sold 50 minutes of film fare weekly, including the *Lucky Strike Your Show Time* series and two 10-minute newsreels.

Kine showings include *Texaco Theater*; *Kukla, Fran and Ollie*; *Philco Playhouse*, *Chevrolet on Broadway*, *Stop Me If You Heard This One*, *Americana*, *Believe It or Not*, *Dunninger-Paul Winchell* and *Chesterfield Supper Club*.

Airborne since January 16, KNBH is mulling an expansion of operations to seven days weekly. Web toppers are reluctant to increase program time without some assurance that bankrollers lined up are ready for tele. Station salesmen report considerable interest among Coast bankrollers, but claim that sponsors are holding out for better shows and less expensive packages.

Chi NBC Video Sets Garroway, Wallace Shows

CHICAGO, March 19.—Two of Chicago's top-notch radio personalities, Dave Garroway and Myron Wallace, will be featured in shows the local National Broadcasting Company (NBC) video department expects to have on the air in the near future, it became known this week. Plan is to start both on a local basis, with possibility they will go network later.

The program featuring Garroway, well-known local disk jockey, will be titled *Garroway at Large* and will start sometime in April. The program will be a combination variety-musical program, with unusual gimmicks in keeping with Garroway's style. A couple of "likely prospects" are said to be interested in sponsoring the program.

The other show WNBQ is preparing is one featuring Wallace and his wife, Buff Cobb, former Broadway actress. This show is a dramatic "Mr. and Mrs." opus and is scheduled for a once-a-week, half-hour airing. Starting date of the Wallace package has not been set.

Sachs Pact Swells WENR-TV Billings

CHICAGO, March 19.—WENR-TV, local American Broadcasting Company (ABC) video station, this week continued its recent successful sales drive by signing a contract with the Morris B. Sachs clothing chain for sponsorship of a TV version of the firm's *AM Amateur Hour*. The *Amateur Hour* will be simulcast on WENR and WENR-TV each Sunday from 12:30 to 1:30 p.m., starting tomorrow.

With this sale, which represents an investment of about \$40,000 for TV facilities, WENR-TV has increased its local billings to well over \$300,000.

In addition to local sales activities, ABC's video operation here has been busy lining up commercial network programs. Its Sunday show, *Super Circus*, will be sponsored for a half hour in the near future (see story elsewhere in this issue). The operation sold net time to Kleenex this week and has the possibility of putting on another local-originated video net program under the sponsorship of a well-known home movie camera company.

Ruthrauff & Ryan is the agency on the Sachs account.

NBC TV Signs Hopper

HOLLYWOOD, March 19.—Hedda Hopper, film columnist-actress, was inked this week-end to an exclusive tele pact by the National Broadcasting Company (NBC). Scribbler will be headlined on a video series to originate at NBC's Hollywood tele outlet KNBH, featuring top Hollywood celebs.

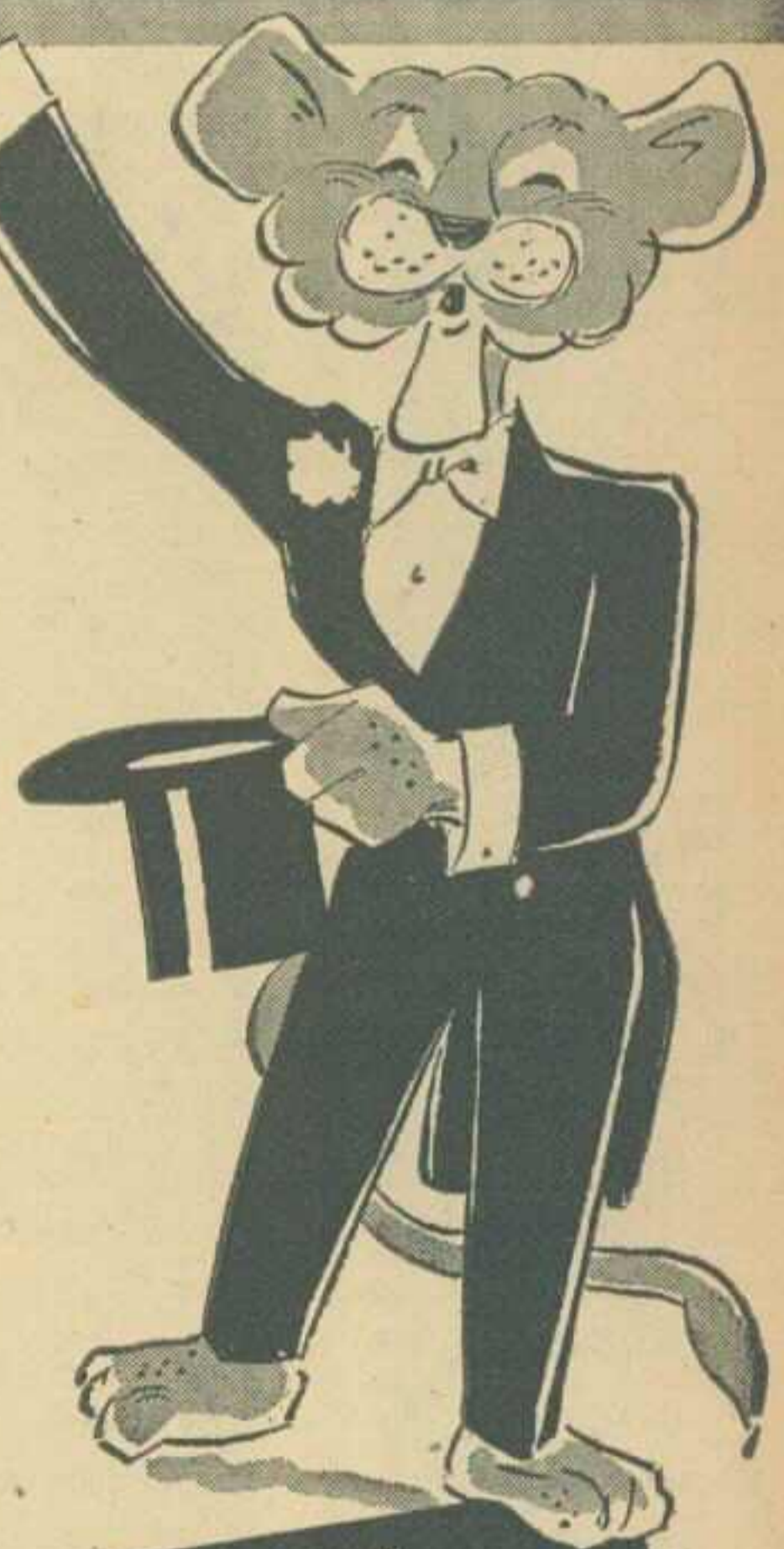


SEE PAGE 34

THREE *firsts* IN A ROW!!!



One award may be flash-in-the-pan stuff. Two awards—well, maybe a station's got something. But three first-place awards in three consecutive years are pretty conclusive evidence that WMGM is doing a pretty consistent job of bang-up promotion! WMGM's mighty proud to have won top honors in the *ninth, tenth and eleventh* Billboard Radio Promotion Competitions. To the blue-ribbon panel of radio advertising experts who gave our promotional efforts the nod, we say "Thanks a million." To advertisers everywhere, we put the question: Is WMGM's formula of *programs + power + promotion = payoff* working for you? We'd like to enter our promotion of your WMGM program in the next Billboard Promotion Competition.



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MURRAY HILL 8-1000

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THE METRO-GOLDWYN-MAYER STATION
WMGM
"THE CALL LETTERS OF THE STARS"

AGENCIES SEE TV DAYLIGHT

FC&B-Saphier Deal May Set Profit Pattern

Precedent Inaugurated?

NEW YORK, March 19.—Advertising agencies active in television, virtually all of which are losing money on their TV operations, may find the way out if a pattern set by Foote, Cone & Belding (FC&B) spreads. FC&B has set a deal with James L. Saphier, Coast agent, whereby Saphier will produce all FC&B video shows. It was for this reason that Saphier recently opened a Chicago office, where he is producing *Uncle Mistletoe* for Marshall Field over WENR-TV.

Under the arrangement worked out (See TV DAYLIGHT on page 15)

321 Bids Pend

WASHINGTON, March 19.—Pending TV bids at the Federal Communications Commission (FCC) increased to 321 last week as a bid for Channel 3 in Beaumont, Tex., was filed by Fabine Broadcasting Corporation. One other Beaumont bid is also pending, that of Lufkin Amusement Company for Channel 10.

P&G May Film Series Abroad

NEW YORK, March 19.—As a move cutting the cost of producing film for television, Procter & Gamble this week was reported to have set a deal whereby it will produce a video series in France.

Details are not known, other than that the series is intended for presentation in the U. S. in the fall.

CBS Shifts Sales of Spots To RSI; Will Focus on Stores

NEW YORK, March 19.—In a move to streamline the responsibility of its various TV sales units, the Columbia Broadcasting System (CBS) has shifted the sales of video spots on WCBS-TV from the TV sales department to the CBS spot sales subsidiary, Radio Sales, Inc. (RSI). George Dunham, of RSI, will handle this phase of TV sales, with Dave Sutton, CBS TV sales head, continuing in charge of CBS network TV sales.

WCBS-TV now has its own local spot sales unit. WCBS-TV no longer has, nor is the CBS-TV sales staff concerned with local WCBS-TV business. What the shift also may mean in the future as TV builds and AM declines is that RSI may also take over local spot sales for WCBS as a further move toward integration.

WCBS-TV sales stem from three sources, the network sales staff, the WCBS sales staff for local and national spot business from New York accounts, and Radio Sales, Inc., for spot business from accounts outside the New York area.

To Focus on Stores

One of the prime reasons for the change is the emergence of retail TV sales as one of the more important potential sources of revenue for CBS and other TV stations. With that in mind, RSI is creating a retail department to concentrate on sales to department stores and other retail outlets. Two men heavy in retail experience will be hired immediately by RSI to begin the operation.

Another reason for the switch of WCBS-TV spot sales to RSI is the

shortage of trained TV sales personnel. Hence, it was decided to concentrate CBS's sales fire power on network sales, a more important source of revenue.

Indicative of the surprising upsurge and importance of TV spot billings is the fact that in the last three months at WCBS-TV, WCAU-TV (Philadelphia) and KTTV (Los Angeles), all repped by RSI, business has been hiked 135 per cent. Most of the increase came from advertisers new to TV rather than from clients already on the medium. The largest single category of TV spot advertising is from retailers, and RSI execs at this sales division are so optimistic that they envision a time when department stores across the nation will co-operatively buy time to advertise products they all sell.

WTVJ, Miami, Skeds Debut, 1st in Region

MIAMI, March 21.—Florida's first tele. station, WTVJ, was skedded to debut today with a rash of showbiz and political bigwigs on hand for a send-off. The station probably will be the sole tele outlet in this section for close to a year and is planning to lean heavily on coverage of top local sports events. Controlling stock in the station is held by Mitchell Wolfson and Sidney Meyer, co-owners of the Wometco Theater chain. Robert G. Venn, the station's general manager and organizer, holds the remainder of the stock.

Clyde Lucas, former band leader, is WTVJ's program director. Other officials include Earl W. Lewis, chief engineer; Jack Shay, technical director; Max J. Weisfeldt, sales manager; Matty Matthes, sports director, and Miss Lee Waller, office manager.

Gulistan Takes Tab For CBS's 'Worth?'

NEW YORK, March 19.—What's It Worth?, a collector's program now airing sustaining over the Columbia Broadcasting System (CBS) video network, is slated to go commercial for Gulistan rugs, it was reported this week. The deal is on the verge of being signed. The bankroller is to be A. & M. Karagheusian, Inc.

Worth started on WNEW, New York, as an AM program, and it is understood that the station still has an interest in the property.

Wooden Shoe Brew Inks Dayton Games

DAYTON, O., March 19.—The Wooden Shoe Brewing Company of Minster, O., signed contract yesterday for sponsorship of all 70-odd games played by the Dayton Indians Baseball Team and televised by WLW-D. The agency is Don Kemper Company, Inc., Dayton.

WLW-D will televise all home games, including night and Sunday tilts, beginning April 27.

Billion-Dollar Biz Seen for TV in 1949

NEW YORK, March 19.—Television is expected to account for a business activity of over a billion dollars this year, according to John K. West, RCA Victor veepee in charge of public relations. West told the American Management Association (AMA) Thursday (17) that the raw material from which billions of parts are fabricated for TV would involve large expenditures for steel, copper and aluminum, and for picture tubes alone, 83,000,000 pounds of glass will be needed.

As a demonstration of its selling and advertising impact, West cited Macy's sales of 10,000 Howdy Doody dolls last Christmas, the 95.5 per cent sponsor identification won by Texaco Star Theater and the fact that Disney hats, in three months of using TV, outsold rival brands five to one where formerly the ratio was reversed. He estimated that advertisers using TV had increased 2,500 per cent in less than two years and that \$25,000,000 would be spent by clients this year on video.

He declared that it is by no means fantastic to assume that "in the next few years TV will rival the mail-order catalog in selling products by phone or mail."

West also said that Philadelphia is expected to have TV in nearly 20 per cent of its homes by January 1; Washington, in nearly 19 per cent by that date; Los Angeles, in 15.5 per cent, and Baltimore in over 18 per cent. He estimated that even including the new TV regions going on the air later this year, over 12 per cent of the families in video service regions all over the country would have TV in their homes by next New Year's Day.



ONCE AGAIN, Westinghouse radio stations win recognition for an alert, heads-up job of promotion... and of service in the public interest!

Of last week's Billboard Awards, four went to Westinghouse stations: two to 10,000-watt WOWO in Fort Wayne... one to 50,000-watt KDKA in Pittsburgh... and one to 50,000-watt KEX, Portland, Oregon.

These awards, added to scores of similar commendations, again emphasize the extra value advertisers find in Westinghouse stations. For sales-producing programs, effectively promoted to large and receptive audiences in markets you want to reach, put Westinghouse stations at the top of your schedule. Ask Free & Peters for details.

 Westinghouse Radio Stations Inc

KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

IT'S A BIG
WIDE
WONDERFUL
WORLD



SEE PAGE 34

The Billboard

honors **WOV**

"WOV leads the parade"
The Billboard
March 12, 1949



"The American family... the kind of radio that will be long remembered in New York"
The Billboard
March 12, 1949

The Billboard in presenting two first awards to WOY, one for sales promotion and one for public service promotion in its 11th annual radio and television promotion competition, honors WOY for the 7th and 8th times.

WOY accepts these distinguished recognitions with understandable pride. We express our gratitude to the agency and

sponsor executives who selected WOY as the only dual first award winners in this competition.

We of WOY renew our pledge to all of radio and advertising to a further and continuing effort toward our basic policy of radio broadcasting that in serving the public interest we best serve listeners and sponsors alike.

Originators of
*Audited
Audiences*

WOY

NEW YORK

RALPH N. WEIL, GENERAL MGR. • ARNOLD HARTLEY, PROGRAM DIRECTOR • CARROLL C. FORBES, PROMOTION MGR.
THE BOLLING COMPANY, NATIONAL REPRESENTATIVES

Tele Gets Its First Racket; Black Market Springs Up in Bootlegging of Kine Films

Shown at Home Parties by "Stag" Distributors?

NEW YORK, March 19.—A black market in bootlegged kinescope films is one of the first rackets reported to have sprung out of the young television industry. Several top network officials this week revealed that prints of tele shows have come into the hands of private individuals and organizations without any authorizations. These prints then are being sold or rented for home or party showings. Thus far, there have been no reports that the kine pix are being offered to any tele stations.

The networks are definitely concerned lest the situation gets out of hand or not be suppressed entirely. A major problem is the touchy one of union relationships, and the webs are uneasy lest even a single dispute arise over union clearance violations resulting from showing of the bootleg prints.

The majority of the clandestine prints are believed to be in the hands of the same characters who sell and rent "stag" films to smokers and conventions. Web brass have been puzzled about the exact methods being used to acquire these prints. Generally, two methods are said to be in use: "Disappearance" of some kine prints from the web stockpile and the printing of additional films from network positives or negatives.

Close Tab Kept

The still nebulous organization of the network tele staffs has made possible the occasional lifting of some prints, altho all the webs have been taking strict precautions in recent weeks against such thefts. In addition, the networks now are checking the disposition of films from their printing to the ultimate destruction which befalls most kine films after the period of union clearance has run out.

One web exec speculated on the possibility that some person at the film labs which develop the positive prints may make additional prints. It is considered unlikely that many bootleg prints are being made outside of New York, since few other cities have laboratories capable of the job. Another factor which seems to point to New York as the source, is that prints shipped out of town generally are bicycled to three and some-

times more cities, with a layover of only about a day at each stop before it must be sent for broadcast to the next town.

The networks profess to being unworried about the possibility that any station would pick up such a print for broadcasting. Even should the station prove gullible or inexperienced enough to buy such a print without checking on rights and the many other elements involved, the chances are the print itself would be unusable for broadcast. Many of the bootleg films are said to be the result of making a new negative from a positive print, then printing new positives from the fresh negative. This process would so fade out the picture that it would be impossible to present over the air, altho it would undoubtedly still be good for home projection.

Sustaining Airings Slated for "Ladies"

CHICAGO, March 19.—*Ladies Be Seated*, local audience participation program which has been aired on the American Broadcasting Company (ABC) network under sponsorship of Quaker Oats and Toni, probably will go back on the air as a five-a-week program this summer. Even tho the sponsors are dropping the program, it will not go off the air entirely. Starting March 23 the program will be aired sustaining on ABC Tuesdays and Thursdays at the same time, 3 to 3:30 p.m. (EST).

It is apparent now that Quaker, which next week starts sponsoring the Peter Donald show on ABC at the same time Monday, Wednesday and Friday, will take a summer hiatus for 10 weeks. At that time *Ladies* is expected to go back to its old five-a-week status.

Fate of *Hint Hunt*, the other Chicago-originated Feature Productions package which was dropped recently, is still undecided. This show, formerly on Columbia Broadcasting System for Armour, has been rumored ready to move to Mutual as a sustainer, but a spokesman for Feature said that a couple of likely sponsors are nibbling and therefore no agreement for a sustainer airing will be made now.

25% of N. Y. Homes May Own Television by End of the Year

NEW YORK, March 19.—Conservative estimates now being offered prospective television advertisers by ad agencies predict that by the end of this year over 25 per cent of the families in New York City will own television sets. This means that by the end of the year there will be 800,000 TV receivers installed in New York, exclusive of public place sets. There are 3,200,000 radio families in the 10-county New York area. It also means that the city has a potential audience, figuring three viewers as the average per set, of 2,400,000. The three-viewer average is considered on the conservative side.

This rate of growth has been unmatched in any other element of communications, advertising or showbiz. According to The Pulse, Inc., 1 per cent of New York radio families had TV receivers in January, 1948. As of February 1, of this year, the New York area had 396,800 tele receivers

By Gadget

NEW YORK, March 19.—O. B. Hanson, engineering veepee for the National Broadcasting Company (NBC), recently had his office done over and it's now a gadgeteer's paradise. O. B.'s proudest claim is that he's had sun lamps installed in the ceiling. Not only can he turn them on with a flick of his finger, but they're so adjusted that they shine on him as he works without glaring into his eyes.

TWG Okay Mulled By Authors' League

NEW YORK, March 19.—The next meeting of the Authors' League March 30 is expected to approve the constitution of the Television Writers' Guild (TWG) and formally admit the scripters' organization to membership in the League. This move will mean that the Screen Writers' Guild (SWG) in Hollywood will either have to submit to League authority or leave the League.

The SWG has been contesting the right of the League to give the TV jurisdiction to the TWG and has moved to organize video scripters on the Coast. However, League ratification of the TWG would mean that either the SWG would knuckle down to the League's decision or else walk.

Meanwhile, the TWG is asking its members to attach a rider to any contract signed, with employers stating that the TWG minimum basic agreement, when and if it's signed, will apply.

Pitt-Chi Microwave Relay Is Proposed

WASHINGTON, March 19.—The Federal Communications Commission (FCC) is ready to give a quick okay to American Telephone & Telegraph Company (AT&T) to get started on an eventual New York-Chicago TV hook-up by microwave relay. AT&T this week filed for 20 stations in Ohio, Indiana, Illinois and Pennsylvania as the first step in the system.

AT&T asked that the construction permits requested be in effect for two years rather than the usual eight months, pointing out that equipment still is scarce. The stations will permit a two-way microwave channel between Pittsburgh and Chicago—terminal stations in the two cities having been already authorized.

The carrier estimated that when the new Chicago microwave hook-up is completed it will have cost AT&T \$5,000,000.

AGVA Axes Hwd. Friars Benefits

HOLLYWOOD, March 19.—The exclusive Friars Club, Hollywood showbiz organization which boasts top film and radio names, will henceforth have to pay for all American Guild and Variety Artists (AGVA) talent used. A new minimum scale of \$25 per act will go into effect next week when the Friars are skedded to resume its week-end entertainment policy.

AGVA stepped in recently and banned free appearances of its members when nitery owners squawked that the Friars talent layout is unfair competition. Talent also beefed that the "benefit," which was sold as a showcasing spot for local talent, was a Friars exploitation gimmick which did them little good.

A general tightening on all benefits has been adopted by the national AGVA office, which will henceforth require prior clearance by local members before playing a for free date. Members were informed that no benefits will be okayed if admission of any kind is charged with exception of certain recognized charities such as the Red Cross.

Radio News Source Shield Drive Pushed

WASHINGTON, March 19.—The broadcast industry is moving ahead in its campaign to have source-protection privileges extended to radio newsmen, the National Association of Broadcasters (NAB) reported this week. Indiana and Arkansas already have such a law, and Ohio is moving toward one, NAB said.

The law now in effect in the two States provides that no newspaper or radio reporter shall be forced to disclose the source of news items obtained in the course of his legal employment. The Arkansas legislation extends this protection only to sources of items "not printed maliciously."

NAB said Ohio has given first reading to a bill amending its news privilege law to cover radio newscasters. Aim of the radio industry, according to NAB, is to get the same privileges accorded newspaper reporters in every State having a source-protection law.

DOUBLE TROUBLE...

With stacks more fun mail when you mail out your face and fortune on glamour-glossy photo repros by Moss, but who'd kick about that!

8x10's, 5¢ ea. (in quantity)
POSTCARD SIZE, 2¢ ea. (in quantity)
Blow-Ups, 20x30, \$2 ea.
30x40, \$3 ea. (+ shipping)

Write for FREE Samples and Price List B



GLOSSY PROFESSIONAL 8x10 PHOTOS IN QUANTITY

Fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfied customers coast to coast. Our 14th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price list, samples, etc.

MULSON STUDIO

Box 1941 Bridgeport 1, Conn.



SEE PAGE 34

WLW
700 ON YOUR DIAL
THE NATION'S MOST MERCHANDISE-ABLE STATION

"Chicago Night" for NBC's TV Net in Planning Stage

CHICAGO, March 19.—A plan to make Saturday night "Chicago Night" on the National Broadcasting Company (NBC) video network is in its formative stages. It became known this week. However, many things have to be settled before the plan could be put into operation.

Of major importance in final decision on the plan is the availability of West-East cable. Cable allocation meeting in New York next week is expected to bring out significant developments concerning this facet of the over-all plan.

Also of importance are physical and budgetary considerations concerning NBC's video operation here. At the present time the net has only one studio here, but it is expected to start building another in the near future. Also to be ironed out is whether there will be an upping by New York headquarters of the local \$2,000 per week program budget. The local operation is now operating with a rather stringent "maximum loss" budget, and local and New York execs are not too inclined to go beyond the limits established.

Some sources here say the New York execs of the net undoubtedly will turn down most suggestions for Chi-originated programs, because of a reported policy favoring Manhattan over other centers. Others say that the local operation faces a challenge and will have to offer some excellent shows before New York brass gives the nod.

New Saturday Night Sked

Regardless of whether the local operation originates TV shows, WNBC is adding a Saturday night schedule, starting tonight. At the beginning, however, most shows will be fed from New York.

NBC sources here make no bones about expressing dissatisfaction with airing only New York fed programs. They point out that the Saturday night TV programming here up to now has been poor and has, to a great extent, been holding back the medium's local advancement.

Up to now on Saturday night, only WBKB and WENR-TV have been airing programs, and these have been

TV DAYLIGHT

(Continued from page 12)

by the agency and Saphier, all production personnel work for him. This relieves the agency of the need of maintaining high priced staffers on both the production and administrative level. These, at the current rate of TV billings, represent salary outlays the agencies cannot recoup or anticipate recouping for a considerable period of time.

The FC&B-Saphier deal provides that for each show placed on the air, the agency appoint one supervisor, thus insuring agency control. No other agency personnel participate, with the cost of production remaining the same or less than that stemming from direct agency production. Saphier, who is now dickering with three agencies in New York for similar deals, will handle a second FC&B show starting in June, also out of Chicago. Steve Hat's heads the agent's Chi office.

far from sensational stuff, featuring old films and rather weak special events. As a result of this condition, NBC execs say they should be given the right to put on some sock locally originated programs so that Chicago can get good Saturday night fare with local flavor and acceptance. With local tests under this policy they hope to develop programs which eventually will be worthy of top net caliber. When this happens, the "Saturday night is Chicago Night" plan, it is hoped, will bear fruit.

"Dinner Winner" Shifts

CINCINNATI, March 19.—Dinner Winner, popular local giveaway show, moves to the 6:30-7 p.m. slot on WCPO here Monday (21), with Paul Dixon as new telephone emcee. Switch is made from WCKY, where it enjoyed a sock rating, with Bill Dawes handling the phone chores.

Celebrating the station switch, Farkview kicks off with a premiere WCPO broadcast Sunday (20) in the Hall of Mirrors of the Netherland Plaza Hotel, marking the first time Dinner Winner has played to an audience. Program features Dixon, Tony Kappa's orchestra; Carol Gable, vocalist; audience participation and a giveaway of groceries.

LIQUOR AUTHORITY

(Continued from page 3)

stepped in at the last minute and forbade the deal on an interpretation that this advertising was a form of subsidization of the retailer, since the alley sells the sponsor's brew.

In an attempt to keep the deal perking, the bowling alley offered, with Ballantine's consent, to stop selling that brand, but the authority would have none of this. Officials of the sponsor, agency and web wonder why the ban is applied to them and not to Trommers Beer, which covers wrestling from St. Nicholas Arena, and Schaeffers, which airs hockey from Madison Square Garden, where their products are sold. Ballantine itself sponsors baseball from Yankee Stadium. However, sales at sports arenas are thru concessionaires.

The same clause was invoked by the Liquor Authority about a year ago, also against ABC, preventing the sale of the Maggi McNellis show from the Latin Quarter to a wine company.

PACT WITH BELGIUM

(Continued from page 3)

in effect between the U. S. and Great Britain-Northern Ireland. U. S. nationals, including entertainers working in Belgium for the greater part of a year will pay taxes to that country. Those working less than six months will be subject to U. S. taxes.

Tax treaties now in effect in addition to the British pact include those with Canada and France. The State Department has about concluded negotiations for a treaty with Mexico and actually hopes to have agreements with every country in the world.

KINE TOPS HOLLYWOOD

(Continued from page 3)

grams. Thus it is estimated that, at the current rate, NBC is now placing some 1,500 individual programs on kine film.

When video will reach the crest of its kine wave is still difficult to determine. Certainly, until the coaxial cable is stretched to link both coasts, the number of kinescoped shows may be expected to increase, as new bank-rollers enter the medium. At the same time, the growth of kinescoping is bringing with it a number of problems peculiar to the medium, including a rash of black-marketeering in bootleg kine film (see story in Television Section this issue).

★
WFIL

Is Honored

★

WFIL is deeply gratified to learn that it has been awarded second place for regional network affiliates in the Audience Promotion Category of BILLBOARD'S Eleventh Annual Radio and Television Promotion Competition.

The basis for the award was WFIL's showcasing of virtually all its locally-produced programs . . . taking them, after painstaking advance exploitation, to towns and cities throughout the WFIL coverage area. Through this service, the people in many of those regions saw their first radio broadcast . . . their listening appreciation was increased . . . they were drawn closer together in the community which WFIL is privileged to serve.

This award for 1949 marks the fifth time that WFIL has been so honored by BILLBOARD. We are deeply appreciative of these honors, of this valued recognition of WFIL's constant planning for perfection in every phase of radio programming and promotion. The desire to do an outstanding job, rather than just a good one, is the driving force at WFIL....

... the force that brought WFIL this prized national award.

WFIL

The Philadelphia Inquirer Station
ABC AFFILIATE

Represented Nationally by THE KATZ AGENCY

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ORDER YOUR PUBLICITY PHOTOS
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ONLY \$7.50
FOR 100 8x10 PHOTOS
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SEND FOR PRICE LIST
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KTTV Inaugural

Reviewed Tuesday (8), 8-9:15 p.m. Dedication program presented sustaining by KTTV (Times-CBS). Produced by Murray Bolen. Directed by Frank Woodruff. Style—Variety.

Jack Benny and Rochester, Margaret Whiting, Bob Crosby, Andrews Sisters, Lum 'n' Abner, and Isaac Stern combined their talents to break the bottle of champagne in the official launching of The Los Angeles Times-Columbia Broadcasting System tele outlet, KTTV. Individually, each participant in the inaugural show clicked solidly revealing strong tele potential. Benny emceed in easy going, rib-tickling manner. He leaned heavily on facial expressions to get his laughs, and milked his traditional penny pinching-fiddle playing-blue eyes routines for plenty of laughs.

Margaret Whiting proved herself even more winsome on video than on wax or radio, soothing eye and ear with four songs. Rochester almost stole the show with his gravel-voicing of Sunny Side of the Street and accompanying dance routines. His zoot-suit garb brought chuckles from the walk-on. Bob Crosby and Andrews Sisters pack terrific video appeal but unfortunately forgot about good taste when it came to picking their material. While routines may be ideal for vaude, it was ill-advised for home viewing. Crosby told a joke about a drunk. Andrews' asides and antics in doing Jolson and Feudin' and Fightin' would have brought a raised eyebrow from a radio censor.

Lum 'n' Abner, complete with checkerboard and Jot 'Em Down Store props, showed themselves as valuable video property, their homespun humor taking well to the glass screen. Concert violinist Isaac Stern seemed to serve little purpose but as a contrast to Benny's off-key fiddle scraping. Show wound up with Spike Benny pacing a hillbilly group. While each act individually passed the eye-ear test, show as a whole fell beneath standards already established on the Coast by other telecasters. It lacked the punch and drive that could be possible with the talent on hand. Show ran over time and at times rambled off the course of fast-moving entertainment. Lee Zhito.

Neither Free Nor Equal

Reviewed February 20 Sustaining Via CBS

Sunday, 1:30-2 p.m. (one-time) Producer, Sig Mickelson; director, Bob Sutton; writers, Ralph Andrist and Ralph Backlund.

Current Hooperating for the program (one-time, February 20) None Average Hooperating of shows of this type (Sustaining) None Current Hooperating of program preceding (Sustaining) None Current Hooperating of program following ("Festival of Music") 5.0

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS ABC: Sustaining None MBS: Sustaining None This show is a credit to the Columbia Broadcasting System (CBS), WCCO, the CBS Minneapolis outlet whence it originated, and to the radio industry. This hard-hitting program on racial relations did not pull punches and showed the broadcasting industry revealing facts which few newspapers have the guts to

GENUINE HIGH GLOSSY PHOTOS 5 1/2¢ EA. Made from your negative or photo. Unsurpassed in quality at any price. NO NEGATIVE CHARGE—NO EXTRAS 24-HOUR SERVICE ON REQUEST 8x10's: \$7.99 per 100; \$55 per 1000 Fan Mail Photos (5x7) \$36 per 1000 Postcards \$23 per 1000 Mounted Enlargements (30x40): \$3.85 (No Negative Charge on 2 or more) Made by J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers JJC COPYART Photographers Plaza 7-0233 165 West 46th St. New York 19, N.Y. WE DELIVER WHAT WE ADVERTISE



Radio and Television Program Reviews



Designates Radio Review



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The Powerhouse of the Air

Reviewed March 11 HOWARD CLOTHES Via WNEW

Monday-Saturday, 7:45-8 p.m. Writer-commentator, Jimmy Powers; announcer, Ted Brown; guest, fight manager Dan Morgan.

Sports columnist Jimmy Powers, of The New York Daily News, having exhibited considerable microphone ability in handling the commentary behind WPIX's televising of the Golden Gloves bouts, has teed off a new series of nightly radio shows on WNEW. Powers showed a definite flair for radio delivery combined with good choice of material and an excellently modulated voice.

Powers started his show with a rundown of some late news from the baseball training camp, brief items of the sort he usually uses in opening his column. This led, after the first commercial, to some longer baseball notes, which were followed by an "editorial" addressed to Casey Stengel, new manager of the Yankees. Powers admonished Casey to exert discipline over the club and have the members all live within the training compound, pointing to Yogi Berra's auto accident and Joe DiMaggio's peaked look as resulting from too much freedom. "Get them whipped into line," Powers urged, "and crack down."

Nightly Interview

The second half of the show featured the nightly interview, with veteran fight manager Dan Morgan, a colorful character with a flair for turning a phrase. Morgan blamed the dearth of good Irish fighters on Eamon De Valera, ex-President of Eire, who Morgan said "did a lot for the Irish, but almost ruined them by educating them too much; he opened colleges in Ireland, and even St. Patrick didn't do that."

The program wound up with Powers delivering some late sports flashes, including the winners of the late horse races. In all, he evidenced pertinent opinionating, ability to control the interview and nice selectivity of material. Maybe Powers has been in the wrong racket all this time. He appears a real radio find. Commercials for Howard Clothes stressed economy and style. Sam Chase.

print. The awards it has won are truly merited.

The script was about Minneapolis, once tabbed by Carey McWilliams "the capital of anti-Semitism in the United States," and the job it did combating its prejudices. Among the documented incidents offered were the case of a Negro girl refused a job as a hotel bookkeeper, the persecution of non-Jews because they did not share the anti-Semitic prejudices of the neighborhood, the acceptance of a Negro family into a white neighborhood because of the educational activities of the St. Paul police, real estate agents who attempted to get listings by tagging a neighborhood as "little Palestine" and an example of the Twin Cities Fair Employment Practices Committee (FEPC) opening up jobs formerly closed to applicants because of their racial or religious type.

Incident after incident of the same kind was given, all interestingly written and portrayed. The direction, acting and production were all top-notch. It finished with an address by Nelson Rockefeller on brotherhood. The entire 30 minutes was a fitting contribution by radio to Brotherhood Week. Leon Morse.

My Name Is Logan

Reviewed March 13 Sustaining Via MBS

Sundays, 10:30-10:45 p.m. Producer-writer, Arthur Van Horn, and featuring Logan (as portrayed by Arthur Van Horn).

Current Hooperating for the program (Started March 13) None Average Hooperating of shows of this type (Sustaining) None Current Hooperating of program preceding (Sustaining) None Current Hooperating of program following (After 11 P.M., N. Y. time) None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS ABC: Jimmy Fidler 5.5 CBS: Sustaining None NBC: Sustaining None

The highly successful technique employed by Gale Drake has been adopted by Logan on the Mutual Broadcasting System (MBS) on Sunday nights. For 15 minutes, at a late evening hour, Logan delivers, in a slow, folksy pace, a couple of human-interest anecdotes calculated to make the home bodies go to bed with that warm feeling. If the Drake success is any measuring guide, Logan should be quite a hit, for he has the technique down pat.

Material in a show of this sort is probably less important than said technique. Logan could have read names out of the phone book and achieved the same result. It was his caressing voice that did the trick. In this show caught, the entire 15 minutes was spent talking about two subjects: Superstition, as reflected by the alleged appearance of a black cat in Washington's Hall of Statuary every time this nation is in a crisis, and the pyramid club craze. What actually was said is not easily recalled immediately after the show has ended, but the near-hypnotic mood engendered lingers on long afterward. The Logan drawl also was employed to boost the sale of a medical book containing, according to him, full data on "flu, grippe, varicose veins, arthritis, cancer" and other ills of the body. The two plugs seemed to take an age to deliver, but the lazy pace probably was deceptive. The folks in Keokuk should love Logan. Sam Chase.

We're On

Reviewed Thursday (March 17), 3:30-4 p.m. Style—Variety. Sustaining via WNBT, New York. Producer, Mark Hawley. Cast: Virginia Gilmore, Yul Brynner. Guests: Canada Lee and the Actor's Workshop Group.

As part of its afternoon programming, WNBT offers actress Virginia Gilmore in We're On, assisted by her husband, Yul Brenner. This week the program began presenting a group of young thespians from Canada Lee's Workshop. The youngsters demonstrated a series of improvisational exercises common to dramatic schools. While the idea is a bright one, and nearly came off, it was handicapped somewhat by the lack of experience and, in some cases, of talent on the part of the tyros.

The five students went thru a group of as many exercises, most of them involving "secret adjustments" in which each character was given a special characterization or problem which the others in the sketch did not know. The audience was informed of these adjustments by Miss Gilmore, who held up a pad on which these were printed. While some of these improvisations held up fairly well, others were too weak even as exercises to be placed before an audi-

The Henry Morgan Show

Reviewed March 13 Sustaining Via NBC

Sundays, 8:30-9 p.m.

Producer, Ken McGregor; writers, Joe Stein, Herbie Baker, Aaron Rubin, Bob Cone. Cast: Henry Morgan, Lisa Kirk, Arnold Stang. Music, Milton Katims; announcer, Ben Grauer; guests, Fred Allen, Red Ingle's band.

NBC presented the first of the Henry Morgan series as "the new Henry Morgan," and it doesn't seem to be quite that different. True, some of the acid which dripped from Morgan's script has been alkalized, but, to mix a metaphor, the defanging is by no means complete and the comic was in there with a certain amount of his sponsor resentment bared for all to hear. Actually, what with Fred Allen, his newly acquired radio godfather, serving as guest on this first show, it's still too early to judge whether Morgan or NBC have come up with a commercial formula. There were a lot of laughs on this first show, more than Morgan has delivered in a long time. A lot came from Allen's contribution and a lot from Morgan on his own. The big question is, "Wha happen" when Morgan does it solo?

In format and character, the program was close to the established Morgan pattern, including a considerable reliance on Arnold Stang's goofy stooge. Stang gives a large and comic measure of support, but the character of Miss Wisp, who whispers all her lines but the final punch, hardly seems durable enough to wear well. On his own, Morgan did some of his better, if familiar take-offs, including the kraut medic, Jimmie Fidler and the Answer Man. The Fidler bit was a beaut. A neat job of vocal support came from Lisa Kirk, doing a Luxed version of True to You in My Fashion.

Red Ingle's Crew, Too While Milton Katims handles the regular show, NBC has hired Red Ingle and his cornpone crew for a typical cornball number, this time offering Ingle's standard Cigarettes and Wild, Wild Women. Matching this cornball content with the cynical Morgan humor is a weirdie and the combo hardly jells. Maybe NBC was looking for the same sort of contrast Morgan himself used to whip up when doing a 15-minute show across the board, via his offerings of Chinese and Eskimo recordings. At any rate, it didn't work.

Besides which, this thought persists: Morgan has tried the half-hour routine a couple of times before and hasn't been able to find the magic words, so in all likelihood what he ought to do is revert to the style which launched him and at which, many of his critics and friends feel, he is still tops. He's trying it soon on video, and therein may lie the answer. Jerry Franken.

ence, mainly because the actors did not fulfill their tasks.

A good touch was having an instructor of the dramatic outfit talking to the students, with Miss Gilmore occasionally coming on over him with explanatory comments and interpretations into plain English for the video audience. She showed a good personality and was good to look at, but evidenced some discomfort while extemporizing at the show's start. She settled down, however, as the proceedings developed. Brunner did little except sing two songs, accompanying himself on the guitar, midway in the program. These were of the folk type and well done, tho not altogether in keeping with the mood of the rest of the airer. Sam Chase.

TELEVISION TITLES

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Camel Sports Caravan

Reviewed Monday (March 7), 10 p.m. Style—Sports. Sponsored by R. J. Reynolds Company, thru William Esty Company, Inc., from Philadelphia Arena, WABD, Philadelphia. Director, Don Lomas; narrator, Tom Moorehead. Main event, Gene Burton vs. Chico Varona (welterweights).

The fights from the Philadelphia Arena, bankrolled by Camels, are a Monday night feature of the DuMont web. This week's edition had Tom Moorehead, who handles the commentary, interviewing Jersey Joe Walcott on the freshly announced news that Walcott and Ezzard Charles would fight for Joe Louis's vacated heavyweight title. Walcott proved a modest tho confident contender who spoke fluently, if tersely. The interview proved a timely beat for the show.

The main event, between welterweights Gene Burton and Chico Varona, proved somewhat less edifying, not furnishing the excitement of many other recent televised contests. However, Camels bought the Philly series on the basis of some top-notch talent skedded to appear in the future.

Camera work was proficient, with the lensmen at a rather unusual angle, raised a bit over the ring. This sometimes had the effect of foreshortening the bodies of the battlers and viewers must have needed a little time to become adjusted. Moorehead's commentary was capable and very terse, sometimes nearly a round going by without a word. This was a pleasant contrast to many of his wordier compatriots who often louse up the premises with cliches and non-sequiturs. Commercials were the usual Camels crop, delivered via film. *Sam Chase.*

Don Otis Show

Reviewed Monday (7), 8-9 p.m. Style—Variety. Sustaining over KLAC-TV, Hollywood. Producer-writer, Don Otis; director, Maurice Murphy. Cast: Don Otis, emcee. Guests: Liberace, Jane Harvey, Three Red Heads, Bob Dale, Jay Lee, Stumpy Brown.

This musical-variety show has none of the grandiose production gimmicks, lavish settings, story ideas or other camouflage attempted by tele producers to hide mediocre showmanship. It does boast, however, a simple, well-paced and highly entertaining tele hour designed to win lookers.

With KLAC disk jockey Don Otis acting as major domo, the show simulates the informal atmosphere of the Otis menage. Guests are comfortably seated to engage in off-the-cuff banter and take a turn in front of the cameras. Perhaps it is this lack of frills which makes the show easy to fake, particularly in view of the tendency to over-produce, which seems to afflict some local tele packagers.

The scanner featured such talent as piano wizard Liberace, thrush Jane Harvey, an excellent instrumental trio billed as the Three Red Heads, crooner Bob Dale; a clever magician, Jay Lee, and pint-size Stumpy Brown, featured instrumentalist-vocalist with Les Brown's ork. With such a sure-fire line-up Otis had no trouble in welding a well-routined show, giving each performer an equal share of the spotlight and a sufficiently interesting build-up in advance.

Camera work was above average, with lensers alert to such excellent shots as double dissolves of Liberace at the keyboard, close-ups of Miss Harvey with emphasis on facial expressions, and some first-rate shots of magician Lee at work. Lighting, however, was bad at times, especially when an attempt was made to create shadow-highlight effects. *Alan Fischler.*

National Amateur Parade

Reviewed Saturday (12) 7-7:30 p.m. Style—Variety contest. Producer, Frank Harms; director, Selma Lee; music, Frank O'Brien; emcee, Bailey Goss, and his guests. Via WMAR-TV, Baltimore. National Premium Beer.

A fairly recent addition to the local tele scene, *Parade* shapes up as a lot of solid visual fun, and evidence of some rather tricky production work, under the direction of Frank Harms. In regard to format, the individual winners of five successive weeks each get a crack at the auditions for the *Old Gold Original Amateur Hour* in New York, in addition to numerous other prizes, with all five competing on the sixth week for a War Bond jackpot.

The emcee job is handled capably by Bailey Goss, recently tabbed top Baltimore sportscaster by *Teleguide* mag. Easy going, with plenty of charm and nice appearance, Goss does a remarkable job of wheedling personal info from his contestants, with the result a happy homey atmosphere which pays off smartly in audience reaction. Both semi-pro and amateur talent are used and apparently are well screened. Show caught was a sixth week final, and the talent ran from Carroll McCourt, a boogie wogie and piano imitator, thru acro work by Carla Mae Rapp, a wee lad doing Jolson work, to a pair of guys, Tex and Pop, who hoedowned in real square dance fashion. The decidedly deserving winner was a young lad of 15 or so, Tommy Maculoso, who, aided by his sister at the ivories, did a polished stint on the marimba which brought down the house. The lad flashed a good smile, and given a little time he should go places.

Production work rates a nod in view of the obstacles presented, since the show is cast from the stage of the Center Theater, incidentally the only local show done from this medium. Camera work is necessarily confined to two, a balcony, and a stage left, ruling out good close-ups which could enhance the total effect, such as keyboard shots. On this particular stanza, good video could have been achieved with the use of the above on the marimba work, but not being feasible at the present stage of the game, the best possible shots are well done. The lighting was okay, with little or no glare evident most of the time. The sponsor, National Premium Beer, got its say also, in the form of some brief, neat and eye-catching trailers, not too often and not too much. A good video treat for the family, here. *James A. Carter.*

Backstage Quiz

Reviewed March 15
Sustaining Via WNEW

Mondays-Fridays, 10-10:15 p.m.

Producer, Ted Cott; director, Jack Grogan; announcer, Paul Brentson; emcee, Leo Shull. Guests: William Eythe, Nancy Walker, Lisa Kirk, Mrs. Brownstein.

This show is one of a series WNEW is building for evening listening in an endeavor to appeal to listeners with interests in a specific subject, in this case, the theater. *Backstage Quiz*, its title, is completely descriptive of its content. Short wire-recorded phone interviews with stars or personalities of the theatrical world make up the show. They are asked questions about themselves, about the theater, the movies and plays they have been or are appearing in, etc. Interviewed on this show were Lisa Kirk, William Eythe, Nancy Walker and Rebecca Brownstein, counsel for Actors' Equity.

The answers were interesting in a gossipy sort of way and also naturally had an appeal for those working in the field. However, except for kids with stars in their eyes, the program hasn't the body to stack up over a period of time and attraction appears quite limited. *Leon Morse.*

Western Caravan

Reviewed Wednesday (23), 8:30-9 p.m. Style—Musical variety. Sustaining via KNBH (NBC), Hollywood. Producer-director, A. V. (Bud) Cole; Robin Black, assistant producer; writer, Phil Shuken. Cast: Tex Williams, Deuce Spriggins, Smokey Rogers. Guest artists: Sir Lancelot, June Foray. Remote pick-up from Riverside Rancho, Los Angeles.

Western Caravan is a slick, entertainment-packed, tele remote. Show has not only top Western artists, but also proves that remotes, properly staged and produced, can match lush studio airers in program competition.

Built around folk artist Tex Williams (*Smoke, Smoke, Smoke*), show spotlights Williams's vocalizing, plus comedy-singing talents of Deuce Spriggins and Smokey Rogers. To weld layout together, there is a sketchy story line running thruout, complete with plot and gags. Show caught, for example, was built around visit of Calypso artist Sir Lancelot. Hillbilly toppers, believing Sir Lancelot unable to speak English, work up a series of overdone gestures and broken Spanish phrases to welcome him. In the end, of course, it turns out that Lancelot has perfect command of the English language. Cornpone gags, delivered well, generally pay off, while musical numbers are easy sellers. Thesp June Foray was used to good advantage in working with Sir Lancelot and Williams on comedy bits.

Simplicity is the secret of *Caravan's* success. In staging, close attention has been paid to interesting camera angles and lighting effects. On musical numbers, lensers move in to spotlight soloists or pick up unusual instrumental effects. On gag sessions, emphasis is on over-all composition. Camera lads were on their toes all the way, missing few potential shots. This stanza is ripe for bankrolling. *Alan Fischler.*

Camel News Caravan

Reviewed Thursday (March 10), 7:45-8 p.m. Style—News. Sponsored by the R. J. Reynolds Tobacco Company, thru William Esty, via NBC-TV, New York. Director, Clarence Thoman; narrator, John C. Swayze.

The new Camel news show on National Broadcasting Company (NBC), which replaced its sponsorship of the 20th Century-Fox reel, presents some interesting and speedy spot coverage of events which, however, are basically feature material.

That it does a good job in this respect is beyond question. On the show caught, for example, the lead clip offered exclusive shots of the capture of youthful train robbers, made by a passing NBC cameraman who just happened to be on the spot in Washington. The shooting was already over when the cameras began to turn, it is true, but the films showed the police boosting one culprit into the paddy wagon and the other carted on a stretcher to an ambulance which arrived after the photographer. It was punchy coverage, well photographed.

Other material in this edition included a fire in the Bronx, the arrival in the U. S. of the Danish foreign minister, shots of a devastated factory taken after a munitions blast in Istanbul, a film of Axis Sally and the jury leaving the courthouse after her conviction for treason, a live remote from outside the Senate where the filibuster continued, clips of tourists in the Bahamas and some baseball training camp shots. Apart from the capture of the train robbers, the Axis Sally shot and the remote from the Senate, all the material was essentially feature stuff, rather than news. No matter how well done, and these were of excellent quality, the problem of getting genuine news coverage for TV still has not been fully solved.

NBC newsmen make a good stab at it in this show, however. In addition to the films and remotes used, a

Squeaky Mulligan

Reviewed Monday (March 7), 6:45-7 p.m. Style—Children's variety show. Sustaining via KLAC-TV, Hollywood. Writer, Jill Jackson; producers, Luther Newby and Lou Boonshaft. Cast: Al Jarvis, guests.

KLAC disk jockey Al Jarvis has made his tele bid via this five-a-week kid series, with the platter pilot taking a back seat in favor of "Squeaky Mulligan," a pixie-like mechanical cat of his own creation. Already established on Jarvis's radio shows, Squeaky has been converted to the visual medium with much ingenuity. Potentially this show can become a powerful, cohesive force in child development and entertainment. It can turn out to be a social force and a boon to moppet educators. At present it is none of those things, but there is much that promises Jarvis a bright video future.

It is repeatedly established that Squeaky is the Jarvis family cat. He is bright, mischievous and can speak to children—alho to adults he is silent. More than that, the mythical Squeaky, whose tele counterpart has a tail that wags, eyes that light up and a movable neck, is also the arbiter and major domo of the Jarvis menage. He looks upon adults with scornful impatience, but considers kids his pals.

Only the furred figure of Squeaky is shown on the tele screen, with Jarvis's technical manipulations and vocal delivery hidden. This creates an illusion of realism which, for children, is most effective and should keep eyes glued to tele sets. The voice of Squeaky is in keeping with the cat's character. There is, however, an overtone of monotony at times, since Jarvis never varies the tone or inflection of his voice.

Format strives for variety, with each day's episode devoted to a different subject. Among them are club projects, game nights, marionettes, family day, etc. Moppet guests are used to converse with the cat. Amazingly, the kids seem to talk with Squeaky as if the feline friend lived.

Alho the present format is unpolished, Jarvis is on the track of bigger things. The show is experimenting as it progresses. Over all, the Squeaky character is too talkative, not sufficiently animated and not employed in an absorbing manner. For example, as the central character, it is up to the cat to draw out talent and ideas from the moppets. This is not accomplished, partly for lack of sufficient writing ingenuity and also because of Jarvis's uncertainty in delivering and staging.

On the credit side, the stanza shows signs of being an excellent means of teaching youngsters good habits and citizenship. Small fry will listen to Squeaky as he says "please" in making a request. There is much room for subtle, painless teaching which can be woven into the format and dished out as entertainment. *Alan Fischler.*

combination rare enough in itself for a program of this type, newscaster John Cameron Swayze introduces each item with some clarifying comment. At the show's wind-up, he concludes by reading a couple of late news bulletins as well. However, video still must search for the magic formula which will enable viewers to come away from a news show feeling he has had a sufficient summary of the day's events, presented visually. *Sam Chase.*



Will possible changes in wave lengths obsolete today's television sets?

HERE IS YOUR ANSWER!

YOUR TELEVISION SET WILL NOT BE OBSOLETE

1. It is true the federal government, thru the Federal Communications Commission, has required private industry to experiment with television transmission in higher wave bands so more television stations can go on the air.

2. As many as 60 new channels may eventually be approved, and television sets being sold today will not receive television on these channels unless some inside conversions and an additional antenna are installed. Estimates of the cost of converting current receivers vary from \$20 to \$70 per set. It must be understood the purpose of these new channels is NOT to replace present station channels. In other words, except in very rare cases, you will be able to continue to receive on your set all local stations presently on the air without any future added costs.

3. It is important to bear in mind that private industry has not as yet been able to perfect transmission equipment that will satisfactorily transmit television programs on these new wave bands (UHF). Estimates vary from one to three years as to time that will be required to engineer this TRANSMISSION equipment. After that, stations will be licensed and then transmitters will have to be built. Thus it may be as long as four years before you may have to convert—IF the new higher wave bands are assigned to some future station in your territory.

4. These new wave bands may never be assigned to future television stations broadcasting in hundreds of American communities currently in television areas. In other words a very large percentage of today's television buyers may NEVER have to convert their sets.

5. It is questionable that manufacturers can save the consumer money by currently installing provisions for future conversions that will make final future conversion cost less. Such "preliminary" provisions today must necessarily raise the prices of sets today. It is quite possible the additional money paid for sets having such units today, when added to cost of specific additional alterations and aerials in the future, will cost the consumer more in the long run.

6. Summarizing:

1. The television set you buy today will in all likelihood, without any additional cost to you, continue to receive television broadcasts from stations in this area currently on the air.

2. It is possible that within another three or four years you may have to spend from \$20 to \$70 for conversion units that will enable you to receive broadcasts from future stations that MAY go on the air in this area on new high, as yet unproved, wave bands.

The above information was compiled by The Billboard, one of the leading trade papers in the Radio-Television-Music field. In the opinion of The Billboard this information best represents combined information on the subject as stated by industry leaders and government officials.

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Coast Retailer Beef on Zenith Obsolete Claim

HOLLYWOOD, March 19.—Local tele set distributors and retailers have raised a strong protest against Zenith television's recent claim that the Zenith receivers alone will not become obsolete when the Federal Communications Commission (FCC) clears the way for ultra-high-frequency (U-H-F) channel switches. Zenith's blast via ad campaigns was branded by competitive dealers as a "poor and misleading piece of advertising" from an over-all industry standpoint. Dealers reported considerable consumer resistance since Zenith's campaign began and demanded countersteps to prevent a sales debacle.

Because of Zenith's "ill-timed" blast, local distributors have cancelled plans to launch a city-wide celebration to herald sale of 100,000 sets in this area. Publicity campaign, which was to have included distributor-broadcaster tie-up and stunts, will be supplanted with a "consumer educational" drive to counteract Zenith's campaign. It is also reported that several set manufacturers and their local distributors will blast Zenith with a series of full-page advertisements in local dailies which will refute Zenith's claims and advise public of "true facts."

Cap Biz Survey Via Exec Trips

HOLLYWOOD, March 19.—Floyd Bittaker, Capitol Records veepee and national sales manager, left Friday (18) on a six-week tour of Cap's branches and distributors. Bittaker told *The Billboard* that his trip will inaugurate a new policy whereby a representative of the company's home office here will always be in the field. Following Bittaker's return to Hollywood, Bob Stabler, assistant national sales manager, will take to the road. Glenn E. Wallich, Cap prexy, is skedded to go out into the field sometime in May.

Bittaker said the new policy would effect a closer co-ordination between home office and distributors and will benefit branch office personnel by giving them an insight into exec thinking, while the home office will gain thru a closer observation of market conditions. In addition to the firm's sales toppers, members of its artist-repertoire department will take to the road thruout the year.

Can. Outfit Adds More U. S. Disks

NEW YORK, March 19.—The Monogram Records empire in Canada, headed by Chuck Darwyn, intensified its expansion drive last week, grabbing the Canadian rights to six additional American catalogs. The Monogram label will now carry material gleaned from over 20 American lines, including Apollo, Supreme, Aladdin and Black & White. New lines obtained this week are Atlantic, Metrotone, HRS, Lyric, Miracle and Harmonia. Several more catalog deals negotiated by Darwyn in New York, are expected to be inked this week. Darwyn also purchased a number of presses and some milling equipment in the States.

In Canada, both Monogram Records and the affiliated distributor outfit, Ambassador Music Company, were incorporated recently, with Darwyn as prexy. A new office in Montreal will be opened next week.

Admiral, Gen. Industries, V-M, Webster and General Instrument Making New 3-Speed Equipment

CHICAGO, March 19.—Several leading manufacturers recently announced the production of phono equipment to play all record speeds. Admiral Radio last week announced the production of a record changer with one tone arm that will automatically play every record size, both standard and LP. The new record changer will be on all Admiral models after April 1, except for the \$49.95 radio-record player. The remaining 23 sets, from the \$69.95 table top model to the \$725 de luxe console radio television player will carry the new equipment, but at a price increase of \$6 on each model. The Admiral models will carry a switch that controls all three turntable speeds.

In addition to Admiral, two of the major Midwest suppliers of record-changing equipment announced for April distribution record players which would handle 78 and 33 1/3 r.p.m. disks automatically and the seven-inch 33 and 45-r.p.m. disks manually. In the Webster-Chicago model, the conventional spindle will be used with a collar to handle the wider-center hold of the Victor seven-inchers. In the V-M Industries model, made in Benton Harbor, Mich., the

same collar will be used. Webster has not announced its price, but the V-M model will sell for \$46.50.

Webster-Chi Plans

Webster-Chicago is now working on a plan for handling the seven-inch microgroove disks. V-M expects to have its completely automatic three-way player ready in late May.

From General Industries, Elyria, O., came another optimistic announcement regarding three-way players. The firm's three-speed motor is now in production.

A new automatic record changer that plays records of all sizes and speeds has been announced by General Instrument Corporation, Elizabeth, N. J. R. E. Laux, the company's president, stated the new changer will play the 10 or 12-inch 78-r.p.m. disks; the long-playing seven, 10 and 12-inch 33 1/3 disks, and the new 45-r.p.m. records. All records are played with the same pick-up arm. The changer has a conventional spindle diameter, with the problem of the larger hole diameter of the 45-r.p.m. disks overcome by using plastic adaptor buttons inserted in the center of the 45-r.p.m. record.

RMA Sets Campaign To Fight TV Set Obsolescence Set-Up

CHICAGO, March 19.—The first steps toward the creation of an "orderly and objective" television public relations campaign were taken by the Radio Manufacturers' Association (RMA) at a quarterly meeting here this week. Altho RMA execs tried to guise the campaign as a harmonious expression favored by the entire membership and as something that has been in the wind for a long time, it is known that the recent trade controversy started by the Zenith Radio Corporation's advertisements, indicating all but Zenith TV sets would be obsolete with advent of U-H-F video, prompted the decision.

The RMA board met in closed session for a half day Thursday (17) to consider the need for a public relations campaign to give the public the facts about whether present video sets would become obsolete if the industry added U-H-F telecasting. Pros and cons of the controversy were thoroly thrashed out, and execs of Zenith were on hand to give their side of the matter.

Facts Disclosed

It was reliably stated that the set division of the RMA, in a meeting Wednesday, agreed that the controversy started by Zenith had a negative effect upon TV set sales and that the public was confused as to whether sets should be bought at this time. The set division agreed that the RMA board should take action and made the first recommendation for an effective public relations campaign. One manufacturer keynoted the expressions citing the need for action by saying that at the present time a "sword of uncertainty" was hanging over the head of the industry.

First details of the plan are expected to be worked out by a committee of manufacturers to be appointed by Max F. Balcom, president of RMA. Balcom will appoint the committee Monday (21) and will announce its membership from the RMA Washington headquarters. The decision to start the campaign was said to have met opposition only from Zenith execs.

Some manufacturers were reported to have been incensed by the Zenith obsolescence campaign and to have suggested that strong action be taken

against the company. It was agreed, instead, that a more constructive course, a positive public relations policy, should be followed.

Drop Radio Campaign

Other matters were considered and decided upon during the three-day meeting. It was decided to discontinue financial support of the "radio in every room" campaign which broadcasters and manufacturers have been backing for about three years. This campaign, handled under contract by the Fed Eldean public relations firm, had been costing the RMA about \$70,000 per year.

Convention Plans

The association also laid initial plans for a mammoth annual convention at the Stevens Hotel here May 16-19. The convention, to be held in conjunction with annual parts and supplies show, will mark the 25th anniversary of RMA. Tentative plans call for the booking of top speakers and a national radio-television network program. President Truman is expected to participate in the radio-TV program by delivering a special speech for the RMA from Washington.

It was also agreed by board action that RMA members would not participate in any television expositions sponsored by private promoters. The board turned down a proposal that RMA members display their products at a privately sponsored national video exposition to be held in Madison Square Garden in September.

Massey Music Firm Sets Up N. Y. Branch

NEW YORK, March 19.—Massey Music, owned by the Irving and Murray Massey father-and-son duo, set up a New York branch here last week, with Irving, senior member of the firm, in charge. Murray is running the Hollywood office. The firm's first tunes are *The Story of My Life* and *Pin Stripe Pants*. Irving Massey, a music business veteran, has been with Feist, Williamson, Stevens and other pubberies, spending most of the past 15 years on the Coast. His son has been with Buddy Morris, Mutual, Stevens and Jewel.

Gov't Enters Obsolescence Controversy

Zenith Fuss Hyps Study

WASHINGTON, March 19.—The controversy between Zenith Radio and other TV set manufacturers over the "obsolescence" issue is intensifying the interest of the Senate Interstate Commerce Committee in getting the complete facts about the whole question, with particular emphasis on the prospects of building satisfactory converters to handle ultra-high-frequency (U-H-F) stations on present very-high-frequency (V-H-F) receivers. Spurred by the committee, the Federal Communications Commission (FCC) engineers are paying closer attention to the converter situation.

Once the Senate group starts its hearings on the subject, it is ready to question commission and industry witnesses closely on the progress of converters as well as on the speed with which regular U-H-F receivers can be manufactured.

The FCC already has on file manufacturer estimates as to how long it will take to get U-H-F set production underway once standards are announced. The average estimate is about 18 months, but the guesses range all the way from one set maker who figures it will take only 30 days to one estimate that it will take five years.

The answer with respect to converters is equally hazy. The FCC itself is not expected to make any official announcement on the subject of converters and will probably content itself with testing equipment once it is in the process of being manufactured.

Bibletone Converts To Plastic and LP

NEW YORK, March 19.—Bibletone, the diskery specializing in religious platters, goes modern next month with the conversion of a good part of its line to plastic. Two of the label's biggest album sets will be made available on long-playing (LP) disks at the same time.

Abridged versions of the Handel *Messiah*, and Mendelssohn's *Elijah* will retail at \$3.85 for the former, on a 10-inch microgroove cutting, and \$4.85 for the latter, a 12-incher. These LP disks will be pressed for Bibletone by Columbia. Disks will still be available on standard 78-r.p.m. platters.

All red label Bibletone disks, a series of standard religious hymns, will be switched to a material described by the company as "non-breakable Plasti-Rec." These will retail at \$1, the same as the previous shellac pressings. Three kidisk albums are included in this group.

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SEE PAGE 34

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802'S FINANCIAL PROBLEM

Income Down, Adm. Favors Hike on Dues

BLS Survey Asked

By Jerry Wexler

NEW YORK, March 19.—The administration move for a dues hike in Local 802, American Federation of Musicians (AFM), reported in an exclusive *Billboard* story March 5, will be substantiated when the next issue of *Allegro*, the local's monthly journal appears, carrying a financial statement and a suggestion by 802 Treasurer Jack Stein that dues be upped. The dues hike would require a by-law change, voted by the membership.

At the same time, it was learned that 802 has called in the Bureau of Labor Statistics (BLS) to make a survey of musician employment here, with special reference to single engagements and club work falling under Form B contracts. Harry M. Douty, chief of the wage analysis division of BLS, and Harry Ober, chief of the industrial studies branch of BLS, conferred here recently with 802 officials for a preliminary investigation prior to launching a survey. No such scientific search into musician employment here has ever been undertaken. At this writing, the local had not been definitely apprised as to whether the BLS will actually undertake the survey, but the feeling is that it will go thru.

In his quarterly report, Treasurer Stein points out that the loss of theater stand-by pay since August, 1947, has put a \$240,000 yearly nick in the union take, and that radio remotes, always a good source of revenue, have been on a steady wane too. Application fees have shrunk from \$219,435 in 1946 to \$135,382 in 1947 and \$106,789 in 1948. The local relief fund shrank by \$143,683, the general fund by \$20,071 in 1948, making a loss of \$163,754 for 1948. It was further pointed out that the cost per member for the year was \$39.37, the average income to the local, \$33.92.

Crisis

Mincing no words, Stein says that unless additional revenue is found, the local is rapidly heading for insolvency. At current intake and outgo, he says, \$140,000 more a year is needed to break even. Looking ahead for additional expenses and declining revenues, still another \$100,000 yearly will have to be found. A large item will be the problem of quarters; when the local's lease at 1265 Sixth Avenue expires in September, new offices will have to be located or built.

Pointing out that since the shaky financial period of 1943, when the membership voted in the 1 per cent engagement tax, there have been no increases in taxes, and that dues have been constant at \$16 a year since 1929; Stein states that the only way out of the current impasse is for the membership to share the burden and vote themselves a dues increase.

In the meantime, 802's attorneys are studying ways and means of collecting back stand-by coin from the Broadway presentation houses.

Hampton Sell-Out in Mont'l

MONTREAL, March 19.—Lionel Hampton, playing a one-nighter here yesterday (18) at the Mutual Arena, sold out the house even before the band started to tootle. Admissions totaled over 4,500 when the box office closed. The price was \$1.75 in advance and \$2 at the gate.

Retrial Denied, Majestic Must Pay Auto. Prod.

NEW YORK, March 19.—The derivative stockholder suit of Automatic Products against Eugene Tracey, Majestic Records and Majestic Radio and Television Corporation topper, and other directors of Automatic Products, which held a big chunk of Majestic stock (*The Billboard*, May 29, 1948), was virtually sealed this week when federal Judge Simon F. Rifkind denied an intervenor plaintiff's motion seeking a retrial. Judge Rifkind also fixed damages to be paid to Automatic Products by Tracey's wife and the Automatic of a corporate opportunity by buying, with Automatic's money, stock in the Allan B. DuMont Company. Damages were fixed in accordance with a mandate from the Circuit Court of Appeals which had reversed the original decision which called for payment of triple damages totalling \$608,000.

Rifkind's ruling on payment of damages was as follows: Tracey's wife, \$100,981.61; Edward V. Otis, \$100,027.25; Curtis Franklin, \$9,131; William Hutchinson, \$3,219 and Byron D. Keith, \$3,414. Abraham Marcus of the firm of Zissu and Marcus, was attorney for the Automatic firm's plaintiffs.

New Gray Ork Starts 1-Nighter Tour April 9

NEW YORK, March 19.—Glen Gray's new orchestra goes into rehearsal April 1 and begins a one-nighter tour, April 9, at Pottstown, Pa. Instrumentation will be five sax, six brass and three rhythm, with chirp Julie O'Brien doubling on accordion, which she reportedly plays in the Joe Mooney groove. Sax man Morgan Miller will handle male vocal chores, and Gene Gifford, vet arranger of the Casa Loma period, will cleff.

The band is booking thru the Music Corporation of America (MCA), with Cork O'Keefe managing. O'Keefe is reactivating his Plymouth Music catalog to accommodate the band's originals.

Victor Inking Percy Faith

NEW YORK, March 19.—Percy Faith, radio orkster whose large band arrangements were recently featured on the Coca-Cola show, is in the process of signing a recording contract with RCA Victor.

The waxery plans to use the Faith ork mainly for standards, with emphasis on album material, tho he may be assigned some plug tunes for single disks from time to time.

Famous Revamp Shifts Staffers

NEW YORK, March 19.—A shake-up this week at Famous Music found Dick Stone upped to professional manager, replacing Irwin Garr, with Mickey Addy coming in as contact man.

Irving Weiss replaced Dave Bernie as Famous's California man.

La Vaughan Gets Musicraft Pact Release

Waxes for Columbia

NEW YORK, March 19.—Thrush Sarah Vaughan this week obtained her release from the Musicraft diskery in a court settlement after a long drawn-out tussle. She will record for Columbia Records in the future, and her first four sides for that label will be rushed out for release next week. The sides are *As You Desire Me*, coupled with *Black Coffee*, and *Bianca*. The latter side will be coupled with *Too Darn Hot*. Miss Vaughan will do the first three named. *Hot* is the waxing cut by Lorenzo Fuller, Eddie Sledge and Fred Davila.

The settlement calls for Musicraft to relinquish Miss Vaughan's contract, which still had about 15 months to run, for the following considerations: (1) Miss Vaughan agrees to waive all the royalties owed her on records sold prior to January 1; (2) She also agrees to accept 2½ per cent royalties, rather than her usual 5 per cent, for all Musicraft records sold since January 1 and after the current date; (3) the thrush also will slice four sides for Musicraft at her own expense; (4) she pays Musicraft \$1,500 for attorney fees.

Miss Vaughan goes to Columbia for a five-year period and will draw a large advance.

Miss Vaughan's attorney in the court action was Andrew J. Feinman, while the Tucker & Shea firm conducted the Musicraft suit.

Ravens, Plus 2, Get 22G in Wk.

NEW YORK, March 19.—The net grosses, after deducting all taxes, for the first week of the one-month tour featuring the Ravens, chirp Dinah Washington and the Cootie Williams ork totaled \$22,596.94. The three-way unit played to 19,233 people on the first seven days of the tour in Philadelphia, Newark, Washington, Raleigh, Maxton (N. C.), Charleston and Atlanta. Top gross was made in Atlanta March 10, last of the first week's dates, where the package played to 5,788 people who paid \$6,095.60 plus taxes.

The tour, which was booked by Dick Boone, of Ben Bart's Universal Attractions, began March 4 and runs thru April 5.

Modern Sells Distrib Outlet

HOLLYWOOD, March 19.—Modern Records this week sold its local distributing office to Mike Kurlan, former Decca and Mercury Records exec. Kurlan will operate the outlet under the name of Modern Sales Company, handling a raft of indie labels in addition to Modern. Jules Bihari, Modern topper, said the decision to bow out of the distribution end of biz was made to enable him to devote full time to talent and production phases of Modern. Sales price was understood to be approximately \$35,000 for the set-up.

Modern Sales will represent the following labels in this area: Savoy, Signature, Coral, Sittin' In, West Coast, Jubilee, Bob, and Regent.

Atlantic Records Benton's 'Beloved'

NEW YORK, March 19.—This *Is My Beloved*, Walter Benton's series of "forthright love poems," has been recorded by Atlantic Records. The collection, published in book form by Alfred A. Knopf in 1943, has been the best-selling poetry volume of recent years, having already sold 350,000 copies.

The work, which will compose the diskery's first album release, was adapted by Benton for disks. It will be narrated by John Dall, stage-screen luminary, recently featured in the Broadway production, *Red Gloves*, and veteran of such films as *Rope* and *The Corn Is Green*. The special semi-symphonic musical score was composed by Vernon Duke. The work is scored for a 28-piece orchestra and 16-voice chorus. Lehman Engel conducted.

According to diskery toppers Herb Abramson and Ahmed Erutugun, Atlantic has exclusive wax rights to the work for 10 years. The album cover will feature the same art work as the book cover, and tie-in advertising is being set up with department stores and book chains.

The album, scheduled for April 15 release, will include three 12-inch disks, available on both shellac and vinylite. A single-disk LP version is also planned.

Damone Buying Out Capone Pact For Near 45G

NEW YORK, March 19.—Vic Damone is buying out from his personal management contract with Lou Capone for a sum reportedly in the neighborhood of \$45,000, payable over five years. A cancellation agreement, drawn up to be effective as of March 15, is expected to be signed when Capone returns from a business trip out of town.

The singer, who signed a five-year contract with Capone early in 1946, is understood to have wanted out for some time, with the complaint that too hefty a chunk of his earnings is going to the personal manager. When the severance is final, Damone's business affairs as well as his booking will be handled by the William Morris Agency, with Sid Ascher handling his publicity.

Capone plans to devote his time to running an olive oil business owned by his family. His father, A. J. Capone, who had headed the enterprise as well as the management corporation to which Damone was under contract, died last December.

Levy Re-Elected Andrews' Head

NEW YORK, March 19. Lou Levy has been re-elected president of Andrews Sisters, Inc., the corporation owned by the three sisters and Levy.

The Leeds Music topper, who was formerly married to Maxine, has been guiding the business arrangements of the trio for 11 years. He's got a flock of deals pending and set for the girls.

Levy, just back from California, has contracted to have the trio do a picture with Gene Autry, Columbia film star.

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Let A Smile Be Your Umbrella
- 24499 Bella Bella Marie
The Money Song
- 24490 You Call Everybody Darling
Underneath the Arches
- 24427 Heartbreaker
Sabre Dance
- 24426 Some Sunny Day
How Many Times (Album A-656)
- 24425 Heat Wave
When That Midnight Choo Choo
Leaves for Alabam' (Album A-656)
- 24424 Alexander's Ragtime Band
I Want to Go Back to Michigan
(Album A-656)
- 24406 We Just Couldn't Say Goodbye
Bride and Groom Polka
- 24380 Toolie Oolie Doolie; (Yodel Polka)
I Hate to Lose You
- 24268 Too Fat Polka
Your Red Wagon
- 24171 Near You
How Lucky You Are
- 23976 The Turntable Song
Lady From 29 Palms
- 23860 His Feet Too Big For De Bed
Jack, Jack, Jack
- 23827 Run, Run, Run
Don't Blame Me
- 23824 My Dearest Uncle Sam
Lullaby of Broadway
- 23740 The Coffee Song
Rainy Night in Rio
- 23609 Beer Barrel Polka
Pennsylvania Polka (Album A-458)
- 23608 (I'll Be With You) In
Apple Blossom Time
Rhumboogie (Album A-458)

ANDREWS SISTERS cont'd

- 23607 Beat Me Daddy, Eight to the Bar
Scrub Me Mama with a
Boogie Beat (Album A-458)
- 23605 Bei Mir Bist Du Schön
Joseph! Joseph! (Album A-458)
- 25303 Mean to Me
Jealous
- 25149 Red River Valley
Down in the Valley
- 25098 Tico-Tico
Say "Si Si" (Album A-551)
- 25097 Begin the Beguine
Ti-Pi-Tin (Album A-551)
- 25096 Rum and Coca-Cola
Aurora (Album A-551)
- 25095 Sing a Tropical Song
South American Way (Album A-551)
- 18999 I Don't Know Why
Azusa
- 18840 Avocado
Her Bathing Suit Never Got Wet
- 18933 Atlanta, G. A.
Coax Me A Little Bit
- 18780 Patience and Fortitude
Red River Valley
- 18726 Put That Ring On My Finger
The Welcome Song
- 18700 The Blond Sailor
Lily Belle
- 18628 I'm In A Jam
Corns For My Country
- 18606 Straighten Up and Fly Right
Tico-Tico
- 18572 Shoo-Shoo Baby
Down in the Valley
- 18563 Helena
I Love You Much Too Much
- 18533 East of the Rockies
When Johnny Comes
Marching Home
- 18497 Massachusetts
Here Comes the Navy

ANDREWS SISTERS cont'd

- 18470 Strip Polka
Mister Five by Five
- 18464 Humming-Bird
I've Got A Gal in Kalamazoo
- 18319 Three Little Sisters
Boolee Boolee Boon
- 18312 Don't Sit Under the Apple Tree
At Sonya's Cafe
- ANDREWS SISTERS and
CARMEN CAVALARO**
- 24102 On the Avenue
Sweet Marie (Album A-660)
- ANDREWS SISTERS and
BING CROSBY**
- 24481 At the Flying "W"
A Hundred and Sixty Acres
- 24282 You Don't Have to Know
the Language
Apalachicola, Fla. (Album A-629)
- 23999 The Freedom Train
The Star Spangled Banner
Bing Crosby
- 23885 Go West, Young Man.
Tallahassee
- 23569 South America, Take It Away
"Route 66!"
- 23484 Don't Fence Me In
Pistol Packin' Mama (Album A-559)
- 23437 Good, Good, Good
Along the Navajo Trail
- 23379 Ac-Cent-Tchu-Ate the Positive
There's A Fellow Waiting in
Poughkeepsie
- 23364 Don't Fence Me In
The Three Caballeros
- 23350 Is You Is or Is You Ain't
Hot Time in the Town of Berlin
- 23281 Jingle Bells
Santa Claus is Comin' to Town
(Album A-550)

ANDREWS SISTERS and BING CROSBY cont'd.

- 23277 Pistol Packin' Mama
Vict'ry Polka
- ANDREWS SISTERS with
BING CROSBY and DICK HAYMES**
- 40039 Show Business
Anything You Can Do (Album A-628)
- PATTY ANDREWS and
BOB CROSBY**
- 24560 You Was
Underneath the Linden Tree
—Andrews Sisters
- 24533 The Pussy Cat Song
Don't Worry 'Bout Strangers
—Andrews Sisters
- ANDREWS SISTERS and
DAN DAILEY**
- 24605 Take Me Out to the Ball Game
In the Good Old Summer Time
- ANDREWS SISTERS and
JIMMY DORSEY**
- 23606 Hold Tight, Hold Tight
Well All Right! (Album A-458)
Andrews Sisters
- ANDREWS SISTERS and
DICK HAYMES**
- 24504 What Did I Do?
I'd Love to Call You My Sweetheart
- 24320 Teresa
My Sin
- 23412 Great Day
(Pack Up Your Troubles in Your Old Kit
Bag and) Smile, Smile, Smile!
(Album A-660)
- ANDREWS SISTERS and
EDDIE HEYWOOD ORCHESTRA**
- 23856 Them That Has Gets
Rumors Are Flying
with Les Paul

ANDREWS SISTERS & HEYWOOD ORCH. cont'd

- 23641 House of Blue Lights
A Man is A Brother to A Mule
(Album A-660)
- ANDREWS SISTERS and
BURL IVES**
- 24463 Blue Tail Fly
I'm Goin' Down The Road
- ANDREWS SISTERS and
DANNY KAYE**
- 24536 Amelia Cordelia McHugh
Beatin', Bangin', 'n' Scratchin'
- 24462 The Woody Woodpecker
Put 'Em in A Box, Tie 'Em with
A Ribbon (And Throw 'Em in the
Deep Blue Sea)
- 24361 Big Brass Band from Brazil
It's A Quiet Town
- 23940 Civilization
Bread and Butter Woman
- ANDREWS SISTERS and
GUY LOMBARDO ORCHESTRA**
- 23722 Winter Wonderland
Christmas Island
- 23474 Johnny Fedora and
Alice Blue Bonnet
Money Is the Root of All Evil
(Album A-660)
- ANDREWS SISTERS and
CARMEN MIRANDA**
- 24479 Cuanto La Gusta
The Matador
- ANDREWS SISTERS with
LES PAUL**
- 23656 Rumors Are Flying
Them That Has Gets
with Eddie Heywood Orchestra
- ANDREWS SISTERS and
ERNEST TUBB**
- 24592 Don't Rob Another Man's Castle
I'm Bitin' My Fingernails and
Thinking of You

ALBUMS

THE ANDREWS SISTERS

Accompaniments by Vic Schoen and Jimmy Dorsey Orchestras. SELECTIONS: BEI MIR BIST DU SCHON — JOSEPH! JOSEPH! — HOLD TIGHT, HOLD TIGHT — WELL ALL RIGHT! — BEAT ME DADDY, EIGHT TO THE BAR — SCRUB ME MAMA WITH A BOOGIE BEAT — I'LL BE WITH YOU IN APPLE BLOSSOM TIME — RHUMBOOGIE — BEER BARREL POLKA — PENNSYLVANIA POLKA.

Album A-458 List Price: \$4.50

A COLLECTION OF TROPICAL SONGS

Accompaniments by Vic Schoen Orchestra and Bob Crosby's Bob Cats. SELECTIONS: SING A TROPICAL SONG — SOUTH AMERICAN WAY — RUM AND COCA-COLA — AURORA — BEGIN THE BEGUINE — TI-PI-TIN — TICO-TICO — SAY "SI SI."

Album A-551 List Price: \$3.75

IRVING BERLIN SONGS

With Vic Schoen and His Orchestra. SELECTIONS: ALEXANDER'S RAGTIME BAND — I WANT TO GO BACK TO MICHIGAN — HEAT WAVE — WHEN THAT MIDNIGHT CHOO CHOO LEAVES FOR ALABAMA' — SOME SUNNY DAY — HOW MANY TIMES.

Album A-656 List Price: \$3.00

ANDREWS SISTERS

Sing with DICK HAYMES, GUY LOMBARDO, EDDIE HEYWOOD, CARMEN CAVALLARO. SELECTIONS: GREAT DAY — Pack Up Your Troubles in Your Old Kit Bag and SMILE, SMILE, SMILE — MONEY IS THE ROOT OF ALL EVIL — JOHNNY FEDORA AND ALICE BLUE BONNET — ON THE AVENUE — SWEET MARIE — THE HOUSE OF BLUE LIGHTS — A MAN IS A BROTHER TO A MULE.

Album A-660 List Price: \$3.75

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Who Lands in Congress Is Thought Food at Lindy's; ASCAP-ers Have Angles

Three Greenbergs, FDR Jr., Schwartz in Ring

(Continued from page 3)

litical irons in the fire, should the Greenberg pitch for the nomination fail to materialize. It goes like this:

Governor Tom Dewey's nomination for Congress on the Republican ticket is Arthur Schwartz, closely associated with the firm of Schwartz & Frohlich—but not confused with Charles Schwartz, the senior partner of the law firm which is ASCAP's general counsel. Arthur Schwartz, it is pointed out, was gubernatorial campaign manager for Dewey in 1946, and he is now considered one of the outstanding aspirants for the Republican nomination.

FDR Jr., in Ring

On the Democratic side, the outstanding aspirant is now considered to be Franklin D. Roosevelt Jr.—altho Herman Greenberg and brother Isidor are still considered strong possibilities. FDR Jr., it is observed, is connected with the legal firm of Poletti, Diamond, Freiden and McKay. Poletti was former lieutenant governor of New York, and governor for one month when Herbert Lehman resigned years ago. Poletti, it will be recalled, some years prior to the war guided ASCAP thru a troublesome anti-monopoly case which wound up in a consent decree. Poletti was reported to have received \$100,000 as his fee.

So on both the Democratic and Republican sides of the picture, the Society would seem to have strong friendships, considered very valuable in these times when the Society is interested in presenting a more attractive facade to the government and the public.

There's still another interesting facet to the picture. Abner Greenberg, songwriter member of ASCAP, cousin of actor Paul Muni and a lawyer and former legislator (he was in the New York State Assembly at Albany in 1917), has put in a bid for the Democratic nomination. It was

learned that Greenberg discussed the matter with Jules Collins, who now holds the ASCAP post formerly held by Herman Greenberg. Collins and high ASCAP brass, including top film publishers, are understood to be considering the advisability of supporting Abner Greenberg's pitch.

The special election to decide who will fill Bloom's vacancy is tentatively scheduled to be held the end of April or the first week in May.

Tannen To Quit Bourne, Pursue Own Business

NEW YORK, March 19.—Nat Tannen, sales and production manager for Bourne Music since its inception, leaves that position about April 15 to take a more active part in his own publishing and distributing firms, currently operated by his brothers Don and Phil.

Tannen first joined Irving Berlin music 25 years ago, but remained with Saul Bourne when the latter split with Berlin several years ago.

The Tannen boys operate Keys Music, national distributor for Jack Howard, Melco, Kay-Bee, Lois, Arnel, RFD, Myers, Orlob, St. Nicholas and Hallmark Music pubberies. Keys is Eastern distributor for Acuff-Rose, Western and Milene Music. Tannen is also partner with Bess Berman in Arlene Music and with his brothers in Tannen Music, a new hillbilly firm. He is linked with orkster Russ Morgan in Glenmore Music and has recently put on men to plug that outfit's *So Tired*. Jack Richmond is contacting in the East and Bill Savitt on the Coast.

Tannen has just closed a deal for national distribution of *Cowboy Songs*, a lyric magazine put out semi-monthly by Charlton Publications. He is also behind the Rosalie Allen hillbilly music center, local retail disk shop.

The Keys music set-up, according to Tannen, will now be directed at building up a hillbilly and Western mail-order business.

ASCAP Mulls Video Standing

NEW YORK, March 19.—The board of the American Society of Composers, Authors and Publishers (ASCAP) had a session Thursday to consider the status of television negotiations.

A top member of the board stated the society and the TV execs were still far apart and that it seemed likely the negotiations would be protracted. He added, however, that "a way will be found to handle the problem of special uses." There was some indication, however, that the society might go back to the membership for additional TV rights.

Steppe Ill, Not Leaving MCA

NEW YORK, March 19.—Norman Steppe, head of the Dallas office of the Music Corporation of America (MCA), is at Harkness Pavillion Hospital here to take a series of tests to ascertain his physical condition. Steppe has been ill, and this fact, plus his departure from Dallas, gave rise to a rumor that he was leaving MCA. MCA vigorously denies this.

A new man, Hal Howard, has been added to the Dallas staff.

Anti-Price Cut Plan by Thomas

HOLLYWOOD, March 19.—Ray Thomas Company, Southern California distributor for Columbia Records, this week took steps to prevent runaway price cutting by record dealers and avert violation of fair trade regulations. Taking its cue from debacles in other areas, the Thomas outfit announced special bargain discounts of 50 per cent off dealers' list cost on special "surplus inventory" merchandise. Announcement stressed that the deal was merely a clearance gimmick, applicable only to 78 r.p.m. disks which distrib feels are overstocked items, and includes mainly albums and long-hair platters.

Discount offer is effective until April 1 and is available only to dealers who sign letter of contract agreeing not to feature reduced prices in newspaper advertising, exploitation or window displays. Feeling was that by offering dealers a legitimate merchandising gimmick thru the special sale, the temptation to drop prices to "runaway" level would be averted and all merchandise remain under strict control.

Decca's Sales In 1948 Close To 24 Million

NEW YORK, March 19. — Decca Record's net sales for the year of 1948 dipped to \$23,867,020 from the firm's all-time high of \$32,508,718, which was achieved in 1947, according to the diskery's annual report.

The diskery and its subsidiaries' net earnings for 1948 after charges for depreciation and taxes amounted to \$854,575, equal to \$1.10 per share on the 776,000 shares of capital stock outstanding. Net earnings for 1947 reached \$1,618,548 or \$2.08 on the same number of shares of capital stock. The figures for 1948 represented Decca's third highest all-time net.

In the report to stockholders, Decca Prexy Jack Kapp explained the dip by pointing out that 1948 was a year of adjustment "occasioned by a return to a more normal demand." He also pointed out that the record industry suffered in 1948 from the effects of the Petrillo ban.

As of December 31, 1948, Decca's current assets totalled \$9,629,374, while its current liabilities equaled \$4,784,368. Cash and accounts receivable totalled \$6,574,540 which was equal to \$456,838 more than total liabilities.

The total income for Decca and its subsidiaries, which include for 1948 its pubbing affiliates, was \$24,534,543.94.

NEW YORK, March 19. — Hildergarde is doing her first recording session in a year for Decca. The chirp will cut two sides, *It's a Big, Wide, Wonderful World* and *Oh, My Darling*. The latter is special material written for her by Eddie Oliver and John Straber.

Shellac Housecleaning Paving Way for New Type Disks; Col Reported Readying 25% Slash

NEW YORK, March 19.—Recent rumblings and manifestations in the retail record field were this week being interpreted by optimistic traders as a general housecleaning paving the way for lower shellac disk prices, as well as for new-type disk innovations. Radio and newspaper ads by metropolitan area shops offered discounts on shellac classical records ranging from 30 to 90 per cent off list prices, and altho specific labels weren't mentioned, there was no question that major brands made up the bulk of the offerings.

Reports were received at press-time that Columbia Records was set to reduce its shellac prices across-the-catalog by 25 per cent, as of April 1.

A Columbia exec, queried on the matter, stated "no comment."

According to one major distributor, the recent nationwide epidemic of price cutting is an indication that, in view of innovations, shellac records are no longer worth the asking price, and in an atmosphere of free competition "the market is simply seeking its proper level." He added, "Naturally we decry the situation, but we've done nothing to take official notice." Several traders opined that most of the cutting was being done by "marginal dealers," appliance houses that got into the disk business four years ago when they couldn't get washing machines, and are now trying to get out. Many of these accounts were required by the majors to stock a large inventory in order to get franchises, and they are now stuck with large dollar stocks, due to lack of record know-how.

Until recently stock bargains were

grabbed up by large houses who utilized them profitably on their regular semi-annual returns, but today, it is pointed out, dealers have no trouble filling their return allotments from their own heavy stocks. But the dealer who can pay cash, and is willing to risk distributor retaliation, is picking up goods, selling them for 50 per cent off, and making his normal profit. Naturally, the small neighborhood stores are in bad position to compete, until the new-type LP and 45 r.p.m. disks become more strongly established.

The New York market was further stirred up this week with reports that a large quantity of black-label Victor platters were about to be dumped in the local market at approximately 10 cents per disk. The indie distributor reportedly setting the deal admitted the shipment was due from a "syndicate" in a week to 10 days, but claimed he was unable to learn titles, or even approximate quantity.

Meanwhile, according to several price-cutting dealers, sales have now increased sharply in the operatic and chamber music categories, where buyers previously have been especially thrifty, and much of the sales return is being reinvested in these albums and in new LP disks.

NEW YORK, March 19.—Chappell Music this week took over the tune *Portrait of Jennie* from the Mark Warnow pubbery on a royalty basis. The tune is "dedicated" to the flick of the same name, in which it does not appear. The pubbery is trying to get the tune on to the film's track before the general release.

Cap Nets Hot \$1,315,857 in '48 for Peak

Equal to \$2.60 on Common

HOLLYWOOD, March 19.—During 1948 Capitol Records' sales soared to \$16,862,450 while net income reached \$1,315,857, making it the best year in company history. Sales jumped 16.2 per cent over the 1947 aggregate of \$14,510,206. Its 1948 net income, equal to \$2.60 per share on the 476,230 common shares outstanding December 31, 1948, after payment on dividends on convertible preferred stock, show almost a million-dollar increase over 1947 net of \$318,529. This was equivalent to 56 cents per share on the 430,000 shares outstanding at the end of 1947 after convertible preferred dividends. These facts were revealed by Capitol Prexy Glenn E. Wallichs in his annual report to stockholders.

In interpreting the boost in earnings, Wallichs pointed out that in 1947 the firm shouldered unusual charges which trimmed profits by approximately \$434,000, or \$1.01 per common share. Also, the American Federation of Musicians (AFM) recording ban allowed the firm to benefit from the absence of regular recording expenses. Working capital rose from \$977,250 at the end of 1947 to \$2,473,647 on December 31, 1948. During the past year, \$345,000 in 5 per cent subordinated notes were converted into common stock and the remaining \$55,000 were paid off. Also paid off were band loans amounting to \$892,698.

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and AL TRACE

(FLAME THROWERS)

accompanying BOB VINCENT

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D-11220, D-11221, D-11222, D-11215, D-11216, D-11217, D-11218,

D-11212, D-11213

CHICAGO AREA ORDER
FROM CHORD DISTRIBUTORS
2320 SOUTH MICHIGAN

THERE'S A DAMON
DISTRIBUTOR NEAR YOU

Let THE BILLBOARD tell you how good these two sides are!



RATINGS

OVER-ALL DISK JOCKEY DEALER OPERATOR

JOSE MORAND ORK
(Victor 20-3342) 84--87--84--80

Brazilian Rhapsody
Instrumental has enough ingredients to be another "Rumba Rhapsody" or "Jungle Fantasy." Beautifully clefted and recorded, it starts as a lush bolero, breaks into a flashy samba.

Rumba Cocktail
More fine clefting and recording, this time for a top-notch dance side. Colorful orking is high-lighted by Oscar Kosarin's piano work and sparkling flute and trumpet spots. 81--84--82--78

JOSE MORAND

Brazilian Rhapsody AND *Rumba Cocktail*

RCA VICTOR 20-3342

... and coming soon! Jose's next RCA Victor record ...

"Coca-Roca"

AND

"Walter Thornton Rumba"

RCA VICTOR 20-3397

Chet's first "post-ban" record out this week and it's a pair that'll rush right up the charts!

CHET ATKINS

Money, Marbles and Chalk

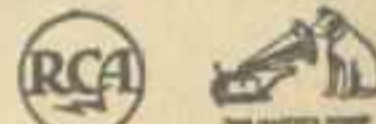
AND

Galloping On The Guitar

RCA VICTOR 21-0021



The stars who make the hits are on ...



RCA Victor Division
Radio Corporation of America, Camden, N. J.

THIS WEEK'S RELEASE!

- She's A Home Girl* Tommy Dorsey
- Enjoy Yourself* (It's Later Than You Think) 20-3375
- If I Forget You* Claude Thornhill
- Snowfall* 20-3376
- The Missouri Walking Preacher* (With a Little Book in His Hand)
- Ray McKinley 20-3377
- Similau* (See-me-lo) 20-3377
- I Get Up Ev'ry Morning* Johnny Bradford
- Jalousie* (Jealousy) 20-3378
- Cold-Hearted Woman* Erskine Hawkins
- Brooklyn Bounce* 20-3379

Pop Specialty

- I Kissed a Girl and Made Her Cry* Joe Biviano
- Vieni Sul Mar - Waltz* (Come To The Sea) 20-3386

Folk

- Little Gray Home In The West* Sons of the Pioneers 21-0024
- The Whiffenpoof Song*
- The Ding Dong Polka* Rosalie Allen
- I Met The Cutest Fellow In Pocatello* 21-0025
- What About You?* Johnnie and Jack
- Pray Together and We'll Stay Together* 21-0026

Blues

- Keep Jumping* Tampa Red, Blues Singer
- You May Be Down Some Day* 22-0009

New Eddy Arnold Album!

- "TO MOTHER" P-239
- That Wonderful Mother of Mine* M-O-T-H-E-R 21-0009
- Bring Your Roses to Her Now*
- I Wish I Had a Girl Like You, Mother* 21-0010
- I Wouldn't Trade the Silver In My Mother's Hair* (For All the Gold In the World)
- My Mother's Sweet Voice* 21-0011

- Be Mine* Jane Pickens
- I Dreamed I Heard An Organ Play* 20-3380

Dealers! Are you ringing up those extra profits with RCA Victor's new Multi-Play Needle? Counter displays, Co-op Mats, and national advertising add up to easy sales.

THE CERTAIN SEVEN
(BEST-SELLERS THAT NO DEALER CAN AFFORD TO BE WITHOUT)

- 20-3317 *Down by the Station* Tommy Dorsey
- 20-3316 *Far Away Places* Perry Como
- 20-2806 *Bouquet of Roses* Eddy Arnold
- 20-3321 *Careless Hands* Sammy Kaye
- 20-3319 *Red Roses for a Blue Lady* Vaughn Monroe
- 21-0002 *Don't Rob Another Man's Castle* Eddy Arnold
- 11-8848 *Polonaise in A-Flat* Jose Iturbi

T
m

Follow-up to his "Tennessee Waltz"

Right on top, as usual



PEE WEE KING

Waltz of the Alamo

and THE COLOR SONG (I LOST MY LOVE)
It's RCA VICTOR 21-0015

Here's one with all that big appeal of his "Tennessee Waltz"—a best-seller for sure!

PERRY COMO



Forever and Ever

and I DON'T SEE ME IN YOUR EYES ANYMORE both with Orchestra conducted by Mitchell Ayres. It's RCA VICTOR 20-3347

JUST OUT THIS WEEK!
When Is Sometime?
"A"—You're Adorable
20-3381

THE CERTAIN SEVEN
(Best-sellers that no dealer can afford to miss)

20-3347 Forever and Ever	Perry Como
20-3316 Far Away Places	Perry Como
20-2806 Bouquet of Roses	Eddy Arnold
20-3321 Careless Hands	Sammy Kaye
20-3319 Red Roses for a Blue Lady	Vaughn Monroe
21-0002 Don't Rob Another Man's Castle	Eddy Arnold
11-8851 Clair de Lune	Jose Iturbi

This Week's Release

POPULAR

- | | | |
|--|----------------|---------|
| When Is Sometime?
"A"—You're Adorable | PERRY COMO | 20-3381 |
| Busy Doing Nothing
Is It Too Late? | VAUGHN MONROE | 20-3382 |
| Once And For Always
If You Stub Your Toe On The Moon | TONY MARTIN | 20-3383 |
| The Little Old Church In Leicester Square
1440 Dream Street | FREDDY MARTIN | 20-3384 |
| Hurry! Hurry! Hurry!
Ballin' The Jack | THE THREE SUNS | 20-3399 |

POP-SPECIALTY

- | | | |
|----------------------------------|--------------------------|---------|
| The Hot Canary Polka
Valencia | THE MERRIE MUSETTE ORCH. | 20-3398 |
|----------------------------------|--------------------------|---------|

FOLK

- | | | |
|------------------------------------|----------------------------|---------|
| Lord Nottingham's War Dance | SPADE COOLEY | 21-0027 |
| Texas Playboy Rag | | |
| Only A Rose From My Mother's Grave | HANK, "THE SINGING RANGER" | 21-0028 |
| Blue Ranger | | |
| My Darling's Home At Last | THE CARTER SISTERS | 21-0029 |
| The Kneeling Drunkard's Plea | | |

SPIRITUAL

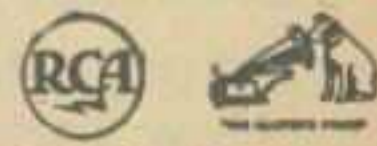
- | | | |
|----------------------------------|-------------------|---------|
| Cut Out The Mountain Not By Hand | THE FIVE TRUMPETS | 22-0010 |
| The Ten Commandments | | |

BLUES

- | | | |
|---|-----------------|---------|
| He's Just A Gravy Train
Walking And Drinking | ROOSEVELT SYKES | 22-0011 |
|---|-----------------|---------|

DEALERS! Are You ringing up those extra profits with RCA Victor's new Multi-Play Needle? Counter displays, Co-op Mats, and national advertising add up to easy sales.

The stars who make the hits are on . . .



RCA Victor Division, Radio Corporation of America, Camden, N. J.



BMI'S WHO'S WHO in Music

**REGENT
MUSIC CORPORATION**
1619 Broadway • New York 19

For more than eight years, from the very inception of BMI, Regent Music Corporation has been a major force in the building of a suitable music catalog for broadcasters. As one of the first of the BMI publisher-affiliates Regent has brought to prominence a variety of ever-popular favorites and standards. Music by Regent insures good programming with such currently popular tunes as:

WHILE WE'RE YOUNG

Recorded by

PEGGY LEE
(Capitol 15406)

THE UNITONES
(London 413)

FRED WARING
(Decca 18776)

**HELEN CARROLL
AND THE CAROLERS**
(Mercury #5278)



(Down in Mexico)

FLO AND JOE

Recorded by

KING COLE TRIO (Capitol 15320)

BENNY LEE (London 392)

Popular Standards

IT'S SO PEACEFUL IN THE
COUNTRY
TROUBLE IS A MAN
FLYING HOME
ALL THE CATS JOIN IN
I'LL BE AROUND
LET'S GO HOME
NINE-TWENTY SPECIAL
AS SWEET AS YOU
PARADIDDLE JOE
BEYOND THE MOON
THESE THINGS YOU LEFT ME
MISSION TO MOSCOW
THERE'S A TRAIN OUT FOR
DREAMLAND
AIR MAIL SPECIAL

BROADCAST MUSIC, INC.

580 Fifth Avenue
New York 19, N. Y.

BMI Pin-up Sheet

MARCH

- BEAUTIFUL EYES (Duchess)
- BOUQUET OF ROSES (Hill & Range)
- DAINTY BRENDA LEE (Lutz)
- I COULDN'T STAY AWAY FROM YOU (Johnstone-Montel)
- I GOT A GAL IN GALVESTON (Republic)
- I LOVE YOU SO MUCH IT HURTS (Melody Lane)
- I WISH SOMEBODY CARED ENOUGH TO CRY (London)
- IT'S A BIG WIDE WONDERFUL WORLD (BMI)
- JUST REMINISCING (Encore)
- LOOK UP (Patmar)
- MISSISSIPPI FLYER (Mellin)
- WIND IN MY SAILS (Marks)
- YOU, YOU, YOU ARE THE ONE (Campbell-Colonial)

The Billboard MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

Based on reports received last three days of Week Ending March 18

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.



HONOR ROLL OF HITS

(Trade Mark Reg.)

The title "HONOR ROLL OF HITS", is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week

Last Week

- 1. CRUISING DOWN THE RIVER** By Beadell and Tollerton
Published by Henry Spitzer (ASCAP)
Records available: B Barron Ork, MGM 10346; Jack Smith The Clark Sisters, Capitol 15372; Frankie Carle, Columbia 38411; H Carroll, Mercury 5249; R. Morgan, Decca 24568; The Three Suns, Victor 20-3349; N. Alexander, Monogram 111; Primo Scala, London 258; Ames Brothers, Coral 60035; The Riddlers-The Hi-Tonians, Hi-Tone 104; The Paulette Sisters, Spotlite 505.
Electrical transcription libraries: Blue Barron, Lang-Worth; Vincent Lopez, NBC Thesaurus; Buddy Weed, Associated.
- 2. FAR AWAY PLACES** By Whitney and Kramer
Published by Laurel (ASCAP)
Record available: Bing Crosby, Decca 24532; Margaret Whiting-The Crew Chiefs, Capitol 15278; Vic Damone, Mercury 5198; Dinah Shore, Columbia 38356; Varsity 127; Perry Como-H Rene Ork, Victor 20-3316; Ames Brothers, Coral 60016; O. Tucker, Double Feature 2002; Smith-J. Miller, MGM 10358; E. Baird, Hi-Tone 104; P. Terry-Paulette Sisters, Spotlite 500.
Electrical transcription libraries: Stanley Black Ork, London; Kaye Armen, Associated; Waltz Festival Ork, NBC Thesaurus.
- 3. GALWAY BAY** By Dr. Arthur Colahan
Published by Leeds (ASCAP)
Records available: Bing Crosby, Decca 24295; B Johnson, Columbia 38279; B Lester Rainbow 70015; J McNally-P Green Ork, MGM 10270; J Pickens, Victor 20-3238; A Shelton London 487; Varsity 127; Bobby Worth, Castle 1257; Fran Allison-Eddie Ballantine Ork, Rondo R-184; C. Dennis-B Cole Ork, Capitol 15403; L. Douglas-Hi-Tone Serenaders, Hi-Tone 101; P. Terry-S. McWilliams, Spotlite 506.
Electrical transcription libraries: Shep Fields, Lang-Worth; Stanley Black Ork, London.
- 4. POWDER YOUR FACE WITH SUNSHINE** By Lombardo and Rochinski
Published by Lombardo (ASCAP)
Records available: D. Bryon-T Black Ork Dana 2031; E Knight-The Stardusters, Decca 24530; Primo Scala Banjo & Accordion Ork-The Keynotes, London 367; B Barron, MGM 10346; D Martin-P Weston Ork, Capitol 15351; Doris Day-Buddy Clark Columbia 38394; Sammy Kaye, Victor 20-3321; Double Feature, 2000; A Vincent-J Laurenz Mercury 5247; Phyllis Marshall-Norm Alexander Quartet, Monogram 104; E. Baird-The Hi-Tonians, Hi-Tone 103; J. Tucker, Spotlite 500.
Electrical transcription libraries: Blue Barron, Lang-Worth; Sammy Kaye, NBC Thesaurus; Manhattan Madcaps, NBC Thesaurus; Lawrence Welk, Standard.
- 5. RED ROSES FOR A BLUE LADY** By Sid Tepper and Roy Browsky
Published by Mills (ASCAP)
Records available: J Laurenz, Mercury 5201; G Lombardo, Decca 24549; V. Monroe, Victor 20-3318; B Lee-The Keynotes, London 392; L. Douglas & Hi-Tone Serenaders, Hi-Tone 103; B. Breen-B. Martin Ork, Spotlite 507.
Electrical transcription libraries: Charlie Spivak, World.
- 6. SUNFLOWER** By Mack David
Published by Famous (ASCAP)
Records available: D. "Two-Ton" Baker, Mercury 5239; S Browne-The Squadronaires-J. Miller, London 394; J. Fulton-E. Ballantine, Power 1454; J. Kilty, MGM 10339; M. McKinley Ork, Victor 20-3334; R. Morgan Ork, Decca 24568; Frank Sinatra, Columbia 38391; J. Smith-Crew Chiefs, Capitol 15394; Deuce Spriggens-T. Williams Ork, Capitol 15405; J. Cooper-The New Yorkers, Spotlite 512.
Electrical transcription libraries: Charlie Spivak, World; The Swingtones-The Jumpin' Jacks, NBC Thesaurus.
- 7. I'VE GOT MY LOVE TO KEEP ME WARM** By Irving Berlin
Published by Berlin (ASCAP)
Records available: Mills Brothers, Decca 24550; L. Brown Ork, Columbia 38324; R. Noble Ork, Victor 20-3302; The Starlighters, Capitol 15330; A. Lund, MGM 10348; H. Brooks Trio, Modern 20-649; E. Baird-The Hi-Tonians, Hi-Tone 101; G. Elwood-B. Martin Ork, Spotlite 504.
Electrical transcription libraries: Hank D'Amico, Associated; Sal Franzella, Lang-Worth; Sweetwood Serenaders, NBC Thesaurus; Dick Haymes, World; Kay Starr, Standard.
- 8. SO TIRED** By Russ Morgan and Jack Stuart
Published by Glenmore (ASCAP)
Records available: N. Donovan, De Luxe 1165; K. Starr, Capitol 15314; R. Morgan Ork, Decca 24449; W. Scott, Super Disc 1059; L. Johnson Kings 4263; P. Martin Ork, Victor 20-3350; Reggie Goff, London 354; P. Terry-The New Yorkers, Spotlite 509.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 9. LAVENDER BLUE (Dilly, Dilly)** By Elliot Daniel and Larry Morey
Published by Santly-Joy (ASCAP)
From the Walt Disney Film "So Dear to My Heart."
Records available: M. Campbell-L. Ford-J. Hill Trio, Collegiate J-2954; V. Lynn, London 310; Sammy Kaye, Victor 20-3100; Dinah Shore-H. Zimmerman Ork, Columbia 38299; Jack Smith-The Clark Sisters, Capitol 15225; Varsity 124; B. Ives-Capt. Stubby & the Buccaneers, Decca 24547; H. Cameron-B. Adlam Ork, Crystal 185; Double Feature, 2000; A. Vincent, Mercury 5246; The Riddlers-C. Desmond, Hi-Tone 103; G. Elwood-S. McWilliams Ork, Spotlite 501.
Electrical transcription libraries: Phil Brito, Associated; Bob Eberly, World; David LeWinter-Curt Massey, Standard; Cyril Stapleton Ork, London; Sammy Kaye, NBC Thesaurus; George Wright, NBC Thesaurus; Bob Eberly-Mack Stewart Ork, World.
- 10. CARELESS HANDS** Published by Melrose (ASCAP)
By Evans and Reaves
Records available: Bob & Jean, Decca 24563; E. Dean, Mercury 6170; J. Desmond, MGM 10349; S. Kaye Ork, Victor 20-3321; J. Laurenz, A. Vincent, Mercury 5245; Shorty Long & The Santa Fe Rangers, Victor 31-007; L. McAuliffe, Columbia 20546; A. Smith, MGM 10380; M. Torme, Capitol 15379; P. Paige-The New Yorkers, Spotlite 507.
Electrical transcription libraries: Monica Lewis-Mack Stewart Quartet, World.



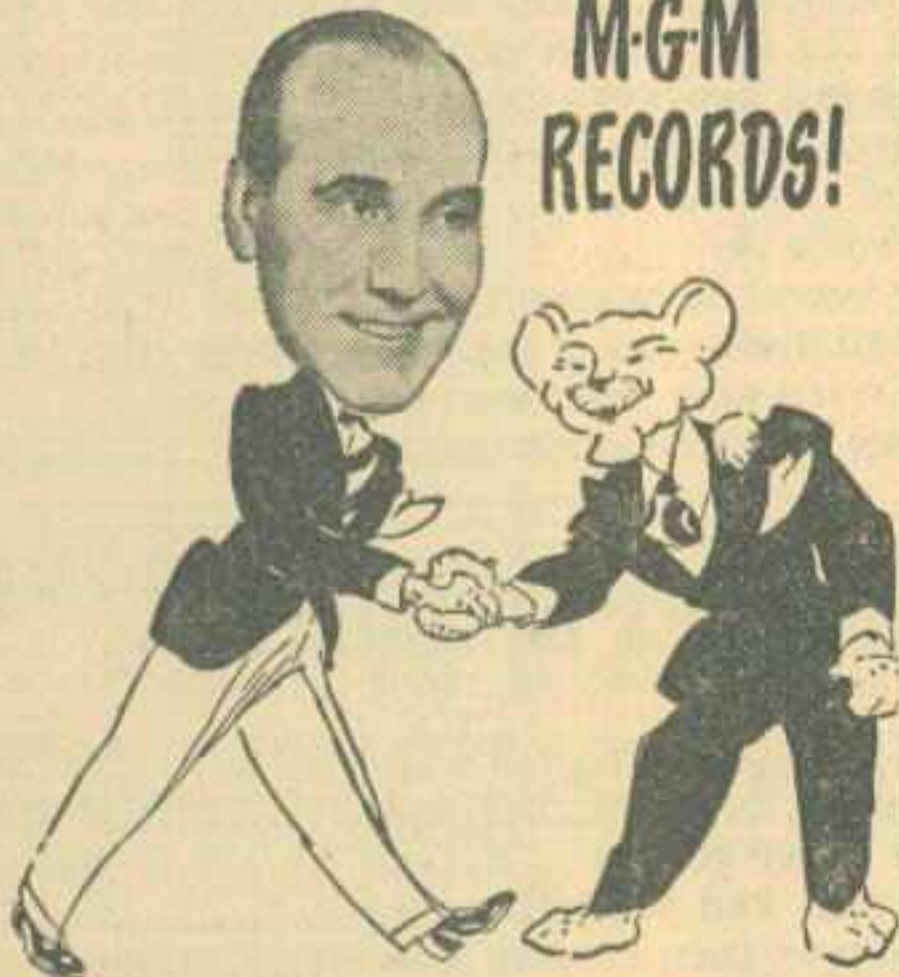
WINNERS KEEP ROLLING ON



M-G-M RECORDS - THE GREATEST NAME IN ENTERTAINMENT - M-G-M RECORDS - THE GREATEST NAME IN ENTERTAINMENT - M-G-M RECORDS - THE GREATEST NAME IN ENTERTAINMENT

M-G-M RECORDS - THE GREATEST NAME IN ENTERTAINMENT - M-G-M RECORDS - THE GREATEST NAME IN ENTERTAINMENT

WELCOME TO M-G-M RECORDS!



FRANCIS CRAIG

and his Orchestra

I THOUGHT I WAS DREAMING
TENNESSEE TANGO

M-G-M 10378



BLUE BARRON

and his Orchestra

YOU'RE SO UNDERSTANDING
MISSISSIPPI FLYER

M-G-M 10369



ART MOONEY

and his Orchestra

WHEN YOU'RE IN LOVE
ONCE AND FOR ALWAYS

M-G-M 10381



JACK KILTY

THE STREETS OF LAREDO
I GOT A GAL IN GALVESTON

M-G-M 10376



STANLEY FRITTS AND THE
KORN KOBBLERS

WE GOT TO PUT SHOES ON WILLIE
NEVER MAKE EYES

M-G-M 10324



HELEN FORREST

I DON'T SEE ME IN YOUR EYES ANYMORE
WHY IS IT

M-G-M 10373



JACK FINA

and his Orchestra

LOVE ME! LOVE ME! LOVE ME!
WHEN IS SOMETIME

M-G-M 10379

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

- ### M-G-M RECORDS BEST SELLERS
- M-G-M 10346 CRUISING DOWN THE RIVER
POWDER YOUR FACE WITH SUNSHINE
 - M-G-M 10357 DOO DE DOO ON AN OLD
KAZOO BEAUTIFUL EYES
 - M-G-M 10308 AS YOU DESIRE ME
I'LL REMEMBER APRIL
 - M-G-M 10311 FOOLS RUSH IN
BLUE MOON
 - M-G-M 10340 BEWILDERED
NO ORCHIDS FOR MY LADY
 - M-G-M 10352 LOVESICK BLUES
NEVER AGAIN
 - M-G-M 10333 FOOLISH QUESTIONS
RAIN DROPS AND TEAR DROPS
 - M-G-M 10339 SUNFLOWER
BRUSH THOSE TEARS FROM YOUR EYES
 - M-G-M 10349 CARELESS HANDS
THESE WILL BE THE BEST YEARS OF OUR LIVES
 - M-G-M 30138 THE DAUGHTER OF ROSIE
O'GRADY
IDA! SWEET AS APPLE CIDER
 - BLUE BARRON and his Orchestra
 - ART MOONEY and his Orchestra
 - DERRY FALLIGANT
 - BILLY ECKSTINE
 - BILLY ECKSTINE
 - HANK WILLIAMS
 - ARTHUR (Guitar Boogie) SMITH
 - JACK KILTY
 - JOHNNY DESMOND
 - GENE KELLY

M-G-M RECORDS - THE GREATEST NAME IN ENTERTAINMENT - M-G-M RECORDS - THE GREATEST NAME

Nobody

CAN TOP THE ORIGINAL
GRACIE FIELDS'
 VERSION OF
FOREVER AND EVER

backed by
UNDERNEATH THE LINDEN TREE
 LONDON RECORD No. 362

75¢ plus tax

It's Great because it's Gracie!

A reminder:
 The original German version is also a London Record!
FLIEGE MIT MIR IN DIE HEIMAT
 by the Geschwister Winkler Quartet
 London Record No. P-18008
 Black Label International Series

IMPORTED
LONDON RECORDS
 FULL RANGE RECORDING

The London Gramophone Corp., 16 W. 22 St., N. Y. 10, N. Y.

The **Billboard** MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of Week Ending March 18



BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (F) indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION	Weeks to date	Last Week	This Week		Publisher
7	1	1.	1.	CRUISING DOWN THE RIVER (R)	Spitzer
14	2	2.	2.	FAR AWAY PLACES (R)	Laurel
15	3	3.	3.	GALWAY BAY (R)	Leeds
3	6	4.	4.	SUNFLOWER (R)	Famous
11	3	5.	5.	POWDER YOUR FACE WITH SUNSHINE (R)	Lombardo
8	7	6.	6.	RED ROSES FOR A BLUE LADY (R)	Mills
16	5	7.	7.	LAVENDER BLUE (DILLY, DILLY) (F) (R)	Santly-Joy
10	11	8.	8.	I'VE GOT MY LOVE TO KEEP ME WARM (R)	Berlin
3	9	9.	9.	FOREVER AND EVER (R)	Robbins
8	—	10.	10.	I LOVE YOU SO MUCH IT HURTS (R)	Melody Lane
5	8	11.	11.	SO IN LOVE (M) (R)	T. B. Harms
9	—	12.	12.	SO TIRED (R)	Glenmore
1	—	12.	12.	"A" YOU'RE ADORABLE (R)	Laurel
3	—	14.	14.	BRUSH THOSE TEARS FROM YOUR EYES (R)	Leeds
17	12	15.	15.	A LITTLE BIRD TOLD ME (R)	Bourne
6	13	15.	15.	DOWN BY THE STATION (R)	American Academy

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week		English	American
11	1	1.	1.	ON A SLOW BOAT TO CHINA	Morris	Melrose
5	5	2.	2.	FAR AWAY PLACES	Leeds	Laurel
24	3	3.	3.	BUTTONS AND BOWS	Victoria	Famous
12	2	4.	4.	HEART OF LOCH LOMOND	Unit	*
14	4	5.	5.	CUCKOO WALTZ	Keith Prowse	Criterion
25	6	6.	6.	WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
2	14	7.	7.	TWELFTH STREET RAG	Chappell	Blasco
8	7	7.	7.	MAHARAJAH OF MAGADOR	Chappell	Mutual
4	7	9.	9.	ON THE FIVE FORTY FIVE	Strauss Miller	Shapiro-Bernstein
26	9	10.	10.	MY HAPPINESS	Chappell	Blasco
5	11	11.	11.	IT'S MAGIC	Campbell-Connelly	Witmark
3	13	12.	12.	FOR YOU	Feldman	Witmark
2	16	13.	13.	CRYSTAL GAZER	Daah	Leeds
14	10	14.	14.	CUANTO LE GUSTA	Southern	Peer
45	12	15.	15.	DREAM OF OLWEN	Lawrence Wright	Mills
7	15	16.	16.	PERHAPS, PERHAPS	Southern	Caribbean Music, Inc.
1	—	17.	17.	POWDER YOUR FACE WITH SUNSHINE	Chappell	Lombardo
8	18	18.	18.	SUVLA BAY	Box and Cox	*
7	19	19.	19.	UNTIL	Kassner	Dorsey Bros.
1	—	20.	20.	YOU'RE STILL THE ONLY GIRL	Francis Day	Francis Day and Hunter, Inc.

*Publisher not available as *The Billboard* goes to press.

CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on records received from the seven largest retailers in the Dominion.

POSITION	Weeks to date	Last Week	This Week	
6	1	1.	1.	CRUISING DOWN THE RIVER
12	2	2.	2.	FAR AWAY PLACES
18	3	3.	3.	GALWAY BAY
10	4	3.	3.	POWDER YOUR FACE WITH SUNSHINE
15	5	5.	5.	LAVENDER BLUE (Dilly, Dilly)
3	8	6.	6.	CLANCY LOWERED THE BOOM
3	12	7.	7.	DOWN BY THE STATION
5	8	8.	8.	RED ROSES FOR A BLUE LADY
5	11	9.	9.	I'VE GOT MY LOVE TO KEEP ME WARM
22	7	10.	10.	BUTTONS AND BOWS
11	8	11.	11.	BRUSH THOSE TEARS FROM YOUR EYES
14	6	11.	11.	A LITTLE BIRD TOLD ME
2	13	13.	13.	A ROSEWOOD SPINET
2	13	13.	13.	TEDDY BEAR'S PICNIC
1	—	13.	13.	I LOVE YOU SO MUCH IT HURTS

The Billboard MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Based on reports received last three days of Week Ending March 18



RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of records shows...

Table with columns: POSITION, Weeks Last, This, and Lido. By. Lists records like 'CRUISING DOWN THE RIVER' and 'FAR AWAY PLACES'.

(Continued on page 114)

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system.

Week of March 11-17

Table with columns: Songs, Pub., Heard N.Y., Heard Chi., Heard Calif., Sur. Tot. Includes songs like 'A Bluebird Singing in My Heart'.

(Continued on page 114)

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index.

The Top 30 Tunes (plus ties)

Table listing top 30 tunes with their publishers and ASCAP/BMI status. Includes 'A Bluebird Singing in My Heart' and 'A Little Bird Told Me'.

(Continued on page 34)

Large background graphic with repeating text 'LOVE ME! LOVE ME! LOVE ME!' and 'IT'S A HIT..IT'S A HIT..IT'S A HIT'. Three large black circles contain the text 'LOVE ME! LOVE ME! LOVE ME! (Or Leave Me Alone)'.

RECORDINGS

- BUDDY CLARKColumbia
JACK FINAM-G-M
JAN GARBERCapitol
VIVIANE GREENEMercury
EDDY HOWARDMercury
SAMMY KAYERCA Victor
BENNY LEE • NAT TEMPLE...London
LAWRENCE WELKDecca

Large graphic with repeating text 'LOVE ME! LOVE ME! LOVE ME!' and 'IT'S A HIT..IT'S A HIT..IT'S A HIT'. Three large black circles contain the text 'LOVE ME! LOVE ME! LOVE ME! (Or Leave Me Alone)'.

MILLER MUSIC CORPORATION
1619 BROADWAY • NEW YORK 19
NORMAN FOLEY, Gen. Prof. Mgr.

CONNIE HAINES



NOW EXCLUSIVELY

on...

Special First Release



HOW IT LIES, HOW IT LIES, HOW IT LIES

coupled with

YOU TOLD A LIE

(I Believed You)

Both Vocal with Mixed Chorus and Rhythm Accompaniment

CONNIE HAINES

with

4 HITS AND A MISS

CORAL 60044

Price 75¢ (plus tax)

Other Special Coral Releases:

- WRAPPED UP IN A DREAM
DON'T CRY, CRY BABY
FOUR KNIGHTS Coral 60046
- I DON'T CARE
BLUE BONNET BLUES
JIMMY WAKELY Coral 64006
- NEED YOU
ANGEL FACE
SANDY SIMS Coral 60043
- EACH DAY
LOVE LIKE A RIVER
ETHEL DAVENPORT
with Jimmy Blythe, Jr. Trio Coral 65005
- THE LOVESICK BLUES
THE LAST LETTER
REX GRIFFIN Coral 64007

ORDER FROM YOUR CORAL DISTRIBUTOR

OR WRITE TO:

CORAL

RECORDS

(A subsidiary of DECCA RECORDS, INC.)

48 W. 57th St.

New York 19, N. Y.

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending March 18

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) indicates tune is in a film. (M) indicates tune is in a legit musical. The B side of each record is listed in Italic.

Weeks Last	This	Week	Title	Artist	Label
5	2	1	CRUISING DOWN THE RIVER <i>Sunflower</i>	R. Morgan Ork	Decca 24568—ASCAP
9	1	2	CRUISING DOWN THE RIVER <i>Powder Your Face With Sunshine</i>	B. Barron Ork	MGM 10346—ASCAP
10	3	3	GALWAY BAY <i>My Girl's An Irish Girl</i>	B. Crosby	Decca 24295—ASCAP
12	4	4	FAR AWAY PLACES <i>Tarra Ta-Larra Ta-Lar</i>	B. Crosby-K. Darby Choir	Decca 24532—ASCAP
17	7	5	SO TIRED <i>I Hear Music</i>	R. Morgan	Decca 24521—ASCAP
13	5	6	POWDER YOUR FACE WITH SUNSHINE <i>One Sunday Afternoon</i>	E. Knight-The Stardusters	Decca 24530—ASCAP
10	6	7	RED ROSES FOR A BLUE LADY <i>Melancholy Minstrel</i>	V. Monroe Ork	Victor 20-3319—ASCAP
7	13	8	I LOVE YOU SO MUCH IT HURTS <i>I've Got My Love To Keep</i>	Mills Bros.	Decca 24550—BMI
7	9	9	CARELESS HANDS <i>Powder Your Face With Sunshine</i>	S. Kaye Ork	Victor 20-3321—ASCAP
13	10	10	I'VE GOT MY LOVE TO KEEP ME WARM <i>I'm A-Tellin' You</i>	L. Brown Ork	Columbia 38324—ASCAP
3	20	11	SUNFLOWER <i>Cruising Down the River</i>	R. Morgan	Decca 24568—ASCAP
9	8	12	A LITTLE BIRD TOLD ME <i>Brush Those Tears From Your Eyes</i>	E. Knight-The Stardusters	Decca 24514—ASCAP
11	11	13	FAR AWAY PLACES <i>Missouri Waltz</i>	P. Como-H. Rene Ork	Victoria 20-3316—ASCAP
6	12	13	I'VE GOT MY LOVE TO KEEP ME WARM <i>I Love You So Much It Hurts</i>	Mills Bros.	Decca 24550—ASCAP
2	15	15	FOREVER AND EVER <i>I Don't See Me In Your Eyes Anymore</i>	P. Como-M. Ayers	Victor 20-3347
5	16	16	RED ROSES FOR A BLUE LADY <i>Everywhere You Go</i>	G. Lombardo	Decca 24549—ASCAP
13	22	17	FAR AWAY PLACES <i>My Own True Love</i>	M. Whiting and the Crew Chiefs	Capitol 15278—ASCAP
2	14	18	FOREVER AND EVER <i>You, You, You Are the One</i>	R. Morgan Ork	Decca 24569—BMI
3	30	19	CARELESS HANDS <i>Always True to You in My Fashion</i>	M. Torme-S. Burke Ork	Capitol 15379—ASCAP
2	—	20	SUNFLOWER <i>Tell Me</i>	J. Fulton-E. Ballantine	Tower 1454—ASCAP
4	25	21	LADY OF SPAIN <i>I've Got My Love To Keep</i>	R. Noble Ork	Victor 20-3302—ASCAP
9	20	22	DOWN BY THE STATION <i>How Many Tears Must Fall</i>	T. Dorsey-D. Dennis	Victor 20-3317—ASCAP
2	—	23	BLUE SKIRT WALTZ <i>Charlie Was a Boxer</i>	F. Yankovic and His Yanks-The Marlin Sisters	Columbia 12394-F
4	27	24	SO IN LOVE <i>The Rosewood Spinnet</i>	G. MacRae Ork	Capitol 15357—ASCAP
3	—	25	BLUE ROOM <i>With a Song in My Heart</i>	P. Como	Victor 20-3329—ASCAP
5	25	25	SO TIRED <i>Steady Daddy</i>	K. Starr	Capitol 15314—ASCAP
5	28	27	DOWN BY THE STATION <i>Sweet Sue</i>	G. Lombardo	Decca 24555—ASCAP
4	—	27	YOU, YOU, YOU ARE THE ONE <i>More Beer!</i>	Ames Bros.	Coral 60015—BMI
2	23	29	SO IN LOVE <i>Always True to You in My Fashion</i>	D. Shore-H. Zimmerman Ork	Columbia 38399—ASCAP
1	—	29	YOU, YOU, YOU ARE THE ONE <i>Forever and Ever</i>	R. Morgan Ork	Decca 24569—BMI

WARNING! In utilizing these charts or buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart, and whether a record's popularity has increased or decreased. This information is shown in the left-hand columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.

Single records
75¢ (plus tax)

The First Capitol
Telefunken Release

ALBUMS

ERNA SACK

The European Nightingale

Potpourri—Parts 1 and 2

Paris Valse by Arditi

Funiculi Funicula by Denza

Jubilate by Silcher

Swallows from Austria by Josef Strauss

BEETHOVEN

Eroica Symphony No. 3 in E-flat Op. 55

Amsterdam Concertgebouw Orchestra

Conducted by Mengelberg

HINDEMITH

Mathis der Maler (Matthias the Painter)

Berlin Philharmonic Orchestra

Conducted by the Composer

FRANZ LEHAR

Operettas from Vienna

Merry Widow—Count of Luxembourg—Paganini

BRUCKNER

Mass in E Minor

Choir and Orchestra of the Hamburg State Opera

Conducted by Max Thurn

SINGLES

Side 1—VOICES OF SPRING

Waltz (Johann Strauss)

Side 2—THE NIGHTINGALE

Russian Folk Song (Alexander Alabieff)

ERNA SACK

With the Orchestra of the German Opera House, Berlin

Under the Direction of Dr. Hans Schmidt-Isserstedt

OVERTURE TO THE SICILIAN VESPERS

(Verdi)

LA SCALA ORCHESTRA OF MILAN

Under the Direction of GINO MARINUZZI

OVERTURE TO ALCESTE

(Gluck)

THE BERLIN PHILHARMONIC ORCHESTRA

Under the Direction of WILHELM FURTWANGLER

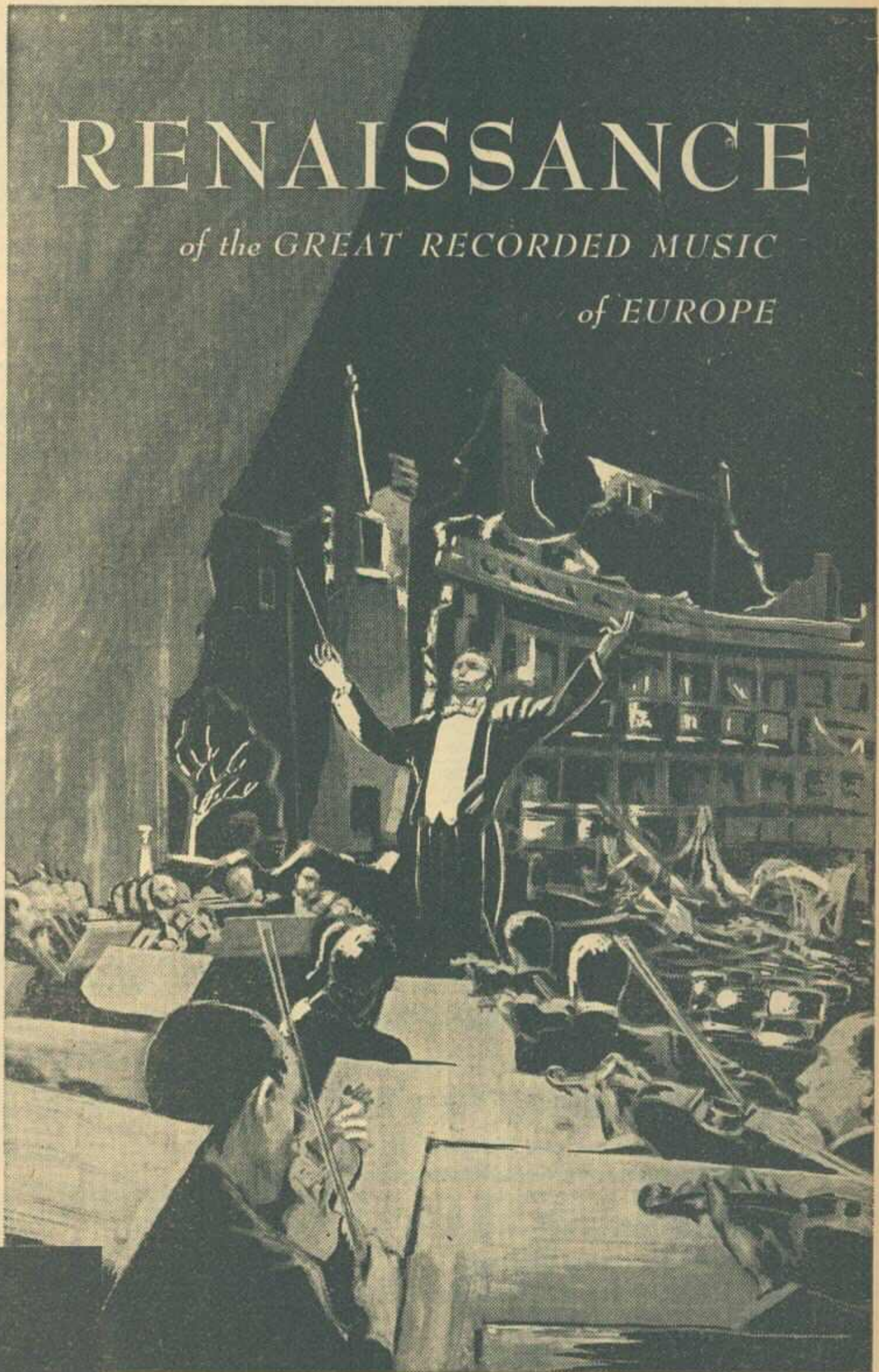
THE ROMAN CARNIVAL: OVERTURE

(Le Carnaval Romain, Op. 9) (Berlioz)

DR. WILLEM MENGELBERG

Conducting the

CONCERTGEBOUW ORCHESTRA OF AMSTERDAM



RENAISSANCE

of the GREAT RECORDED MUSIC

of EUROPE



"Capitol's Mark of Musical Merit"

... a new symbol that sets a new standard
of quality in classical recording



Capitol proudly presents these Telefunken recordings of the world's greatest classical music, in new pressings from the original "masters."

These are real treasures for your classical customers. Colorful sales literature and advertising will help you bring them into the store, and from that point these flawless reproductions of familiar and rare classics will sell themselves.

Your nearest Capitol branch will be happy to tell you the story of Telefunken, and what it can mean to you.

Big Jay McNeely

Recording only for Exclusive Records



Smashing all attendance records on national tour of theatres and one-nighters!

Latest Release...

BLOW BIG JAY

(MIDNIGHT DREAMS) No. 90X

Going Strong

FAT MEAT 'N GREENS

(Edgar Hayes and His Stardusters) No. 78X

THREE O'CLOCK JUMP

(Joe Liggins) No. 84X

ALLIGATOR MEAT

(Joe Swift) No. 85X

GIVE ME A MAN

(Mabel Scott) No. 83X

LOVE ME TONIGHT

(Johnny Moore's 3 Blazers) No. 86X



Exclusive records

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending March 18



BEST-SELLING CHILDREN'S RECORDS

Records listed are those children's records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

Weeks to date	Last Week	This Week	Record Title	Label
41	1	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters	Capitol DAS-80
41	2	2	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-34
8	3	3	SO DEAR TO MY HEART ALBUM (Four Records) Walt Disney-B. May, Director	Capitol BD-124—Capitol DD-109
26	4	4	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork	Capitol DBX-99
19	—	5	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians	Decca CUS-7
30	5	6	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May	Capitol DBX-93
41	10	7	BUGS BUNNY (Three Records) Mel Blanc	Capitol CC-64
33	6	8	BOZO SINGS (Two Records) Billy May With Ork-Vance "Pinto" Colvig	Capitol DBS-84
32	7	9	BOZO AND HIS ROCKET SHIP (Two Records) Billy May With Ork-Vance "Pinto" Colvig	Capitol BBX-65
30	11	10	NURSERY RHYMES (Two Records) Frank Luther	Decca CS-5
21	13	11	BAMBI ALBUM (Three Records) S. Temple-Chorus; P. Smith, director	Victor Y-395
18	—	12	RUSTY IN ORCHESTRAVILLE (Three Records) Billy May-Alan Livingston-Henry Blair	Capitol BC-35
25	8	12	GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes	Decca CU-102
2	—	14	SONGS FOR THE CHILDREN (Four Records) T. Ritter	Capitol BD-14
			T. Ritter (Two Records)	Capitol DBS-133
			T. Ritter (Two Records)	Capitol DBS-134
21	—	15	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers	Victor Y-375

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

Weeks to date	Last Week	This Week	Record Title	Label
177	1	1	Clair de Lune Jose Iturbi	Victor 11-8851
135	4	2	Jalousie Boston Pops Ork; Arthur Fiedler, Conductor	Victor 12160
1	—	3	Blue Danube Andre Kostelanetz	Columbia 72460
2	3	3	Liszt: Liebestraum Artur Schnabel	Victor 36337
57	—	3	Bluebird of Happiness Jan Peerce-RCA Victor Ork; S. Levin, Director	Victor 11-9007, Victor 10-1454, Victor 18-1074

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

Weeks to date	Last Week	This Week	Album Title	Label
*3	4	1	Franz Lehar Waltzes (Three Records) London Symphony	London LA-10
1	—	1	Beethoven Fifth Symphony Bruno Walter and Philharmonic Ork	Columbia MM-498
5	1	1	Ravel: Bolero (Two Records) Koussevitzky-Boston Symphony Ork	Victor DM-352
15	2	4	I Can Hear It Now Album (Five Records) Edward R. Murrow, Narrator	Columbia MM-800
88	2	4	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, Conductor, Philadelphia Ork	Victor 1020

* Weeks to Date listing of Franz Lehar Waltzes by the London Symphony Ork should have been 2 instead of 1 as reported in March 19 issue.

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	Last Week	This Week	Album Title	Label
10	2	1	WORDS AND MUSIC (Four Records) L. Horne-B. Garrett-M. Rooney-J. Allyson-J. Garland-A. Sothorn-L. Hayton Ork	MGM 37
5	1	2	KISS ME KATE ALBUM (Six Records) A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond	Columbia C-200
5	4	3	ST. PATRICK DAY Bing Crosby	Decca A-495
6	3	4	STAN KENTON ENCORES ALBUM (Three Records) S. Kenton Ork-J. Christy	Capitol CC-113
15	7	5	ROSES IN RHYTHM (Four Records) F. Carle	Columbia C-174
11	5	6	VAUGHN MONROE SINGS ALBUM (Four Records) V. Monroe Ork	Victor P-234
4	8	7	SEQUENCE IN JAZZ (Three Records) W. Herman	Columbia C-177
1	—	7	JAZZ AT PHILHARMONIC, VOL. IX (Three Records) I. Jacquet-J. Jones-F. Phillips-H. Jones-H. McGhee-R. Brown-B. Hayes	Mercury JATP Vol. 9
12	6	9	I CAN HEAR IT NOW ALBUM (Five Records) Edward R. Murrow	Columbia MM-800
114	—	9	GLENN MILLER (Four Records) Glenn Miller	Victor P-148

Sweetest Music you EVER heard!!!

24 PRESSES ARE OPERATING THREE SHIFTS A DAY
RUSHING OUT THE **3** DISC HIGHLIGHTS OF THE YEAR!

The Newest **BROTHER BONES** Record Sensation!

Destined to take its place alongside his "SWEET GEORGIA BROWN"
Just wait 'til you get a load of this veritable Rhythm Rhapsody!

"FIVE FOOT TWO" Backed By That "IDA"
Other O, So Sweet Gal

(EYES OF BLUE)

BOTH ON ONE
GREAT RECORD
TR. #694

"IN THE 88th HOLLYWOOD BOWL"

ROW OF THE (Flipped by another Bop!)
"I'LL SLIP AROUND AND DO IT" (In My Dreams Tonight)

Sung by that Terrific French "Find" **ROBERT CLARY** (TR. #688)

BEN LIGHT'S PIANO Dance ALBUM

featuring HIS LIGHTNING FINGERS

"CHANGES" and
"GREEN EYES" (TR. #680)

"MY BLUE HEAVEN" and
"SEE YOU IN MY DREAMS" (TR. #682)

"SHINE and
"WHERE OR WHEN" (TR. #676)

*ORDER PLENTY OF
THIS ONE! IT'S A
SMASH HIT!

IT'S *Sweet Music* TOO, TO TEMPO'S
DISTRIBUTORS AND OPERATORS!

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TEMPO SOUTHERN: 11 AVONDALE ROAD, AVONDALE ESTATES, GEORGIA

IT'S A BIG
WIDE
WONDERFUL
WORLD



and it's **BMI's**
Hit of the Year!

with such wonderful records as

JACK SMITH-MARGARET WHITING—Capitol 15394

LARRY GREEN-RAY DOREY—Victor 20-3358

BUDDY CLARK—Columbia 38370

JACK FINA—MGM 10372

THE UNITONES—London 413

NANCY NOLAND—International 132

NESS COULON—Gold Medal 946

HILDEGARDE—Decca (soon to be released)

and in the transcription libraries

EVELYN KNIGHT—Associated

SHEP FIELDS—Lang-Worth

THE SOPHISTICATES—Lang-Worth

MONICA LEWIS—World

JAN GARBER—Capitol

CY WALTER—NBC Thesaurus

WALTZ FESTIVAL ORCH.—NBC Thesaurus

DAVID STREET-LUCILLE NORMAN—Standard

BROADCAST MUSIC, INC.

580 FIFTH AVENUE

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Everyone is Switching to—

“DRINKIN’ WINE
SPO-DEE-O-DEE”

#873

by **Stick McGHEE**



**HOT IN NEW ORLEANS!
HOT IN NEW YORK!
FLAMING INTO A
RED HOT HIT
From Coast to Coast!**

ATLANTIC RECORDS
301 West 54th St. • New York 19, N. Y.

The **Billboard** MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Based on reports received last three days of Week Ending March 18



MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 1,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart Part I.

POSITION		Weeks Last This		todate Week Week	
8	1	1.	CRUISING DOWN THE RIVER	Blue Barron Ork.	MGM 10346—ASCAP
8	3	2.	CRUISING DOWN THE RIVER	R. Morgan Ork.	Decca 24568—ASCAP
13	5	3.	POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters	Decca 24530—ASCAP
12	2	4.	FAR AWAY PLACES	B. Crosby-K. Darby Choir	Decca 24532—ASCAP
16	6	5.	SO TIRED	R. Morgan	Decca 24521—ASCAP
11	8	6.	RED ROSES FOR A BLUE LADY	V. Monroe Ork.	Victor 20-3319—ASCAP
8	7	7.	GALWAY BAY	B. Crosby	Decca 24295—ASCAP
18	4	8.	A LITTLE BIRD TOLD ME	E. Knight-The Stardusters	Decca 24514—ASCAP
<small>(P. Watson, Supreme 8-1507; Smokey Rogers, Capitol 15328; Blue Lu Barker, Capitol 15308; S. Shephard-B. Martin Ork, Spotlite 502; The Wayfarers, London 389; J. Wayne-J. Davis, Columbia 38386; R. Murphy, Victor 20-3320)</small>					
11	11	9.	FAR AWAY PLACES	P. Como-H. Rene Ork.	Victor 20-3316—ASCAP
12	9	10.	FAR AWAY PLACES	M. Whiting and the Crew Chiefs	Capitol 15278—ASCAP
7	17	10.	RED ROSES FOR A BLUE LADY	G. Lombardo Ork.	Decca 24549—ASCAP
5	19	10.	SUNFLOWER	R. Morgan	Decca 24568—ASCAP
6	10	13.	I'VE GOT MY LOVE TO KEEP WARM	Mills Bros.	Decca 24550—ASCAP
8	13	14.	CARELESS HANDS	S. Kaye Ork.	Victor 20-3321—ASCAP
2	28	15.	FOREVER AND EVER	R. Morgan Ork.	Decca 24569
<small>(G. Fields, London 362; H. Carroll & Carolers, Mercury 5252; D. Shore-H. Zimmerman Ork, Columbia 38420; P. Como-M. Ayers, Victor 20-3347; M. Whiting, Capitol 15386)</small>					

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10	15	16.	I'VE GOT MY LOVE TO KEEP WARM	L. Brown Ork.	Columbia 38324—ASCAP
1	—	17.	FOREVER AND EVER	P. Como-M. Ayers	Victor 20-3347—ASCAP
5	12	18.	I LOVE YOU SO MUCH IT HURTS	Mills Bros.	Decca 24550—BMI
<small>(The Frontiersmen, Victor 20-3188; R. Goff, London 312; F. Tillman, Columbia 20430; Mills Bros., Decca 24550; Smokey Smith & Gold Coast Boys, Crystal 197; B. Clark-E. Hagen, Columbia 8406; V. Damone-G. Osser Ork, Mercury 5261)</small>					
4	23	19.	LADY OF SPAIN	R. Noble	Victor 20-3302—ASCAP
<small>(M. Herth-J. Green, Decca 25420; Philharmonics Trio, Capitol 15346; A. Smith & His Cracker Jacks, MGM 10380)</small>					
15	14	20.	LAVENDER BLUE	Sammy Kaye	Victor 20-3100—ASCAP
4	20	21.	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. DeVol Ork.	Capitol 15372—ASCAP
1	—	21.	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	Columbia 12394-F—ASCAP
<small>(H. Harding, Grand G-25013; H. Carroll & Carolers, Mercury 5252; L. Duchow Red Raven Ork, Victor 20-3356; Soach-Habat Polka Ork, Decca 45068; V. Zembrusky, Continental C-1260)</small>					
12	—	23.	SWEET GEORGIA BROWN	Brother Bones and His Shadows	Tempo 652—ASCAP
<small>(C. Jones & His Kentucky Corn Crackers, Rondo R-152; B. Strong Ork, Tower 1255; W. Gray-V. Musso, Modern 20-611; R. Murphy, Majestic 1271; J. Liggins-Honeydrippers, Exclusive 271)</small>					
2	23	24.	DON'T ROB ANOTHER MAN'S CASTLE	E. Arnold	Victor 21-0002—BMI
<small>(E. Tubb-Andrews Sisters-Texas Troubadours, Decca 24592)</small>					
8	16	25.	POWDER YOUR FACE WITH SUNSHINE	S. Kaye Ork.	Victor 20-3321—ASCAP
1	—	26.	CARELESS HANDS	M. Torme-S. Burke Ork.	Capitol 15379—ASCAP
1	—	27.	YOU, YOU, YOU ARE THE ONE	Ames Bros.	Coral 60015—BMI
<small>(J. Eager & Eager Beavers-E. Musette Ork, Grand G-25010; H. Rene Musette Ork, Standard T-142; D. James-H. Smart, London 391; R. Morgan Ork, Decca 24569; Jackie Brown Quartet, MGM 10336; K. Griffin, Rondo R-186; Three Suns, Victor 20-3322; M. Law-B. Martin Ork, Spotlite 511)</small>					
1	—	27.	SUNFLOWER	J. Fulton-E. Ballantine	Tower 1454—ASCAP
8	28	29.	FAR AWAY PLACES	D. Shore	Columbia 38356—ASCAP
1	—	29.	CRUISING DOWN THE RIVER	P. Scala	London 356—ASCAP
1	—	29.	CLANCY LOWERED THE BOOM	Dennis Day	Victor 20-2810—BMI
<small>(Ames Bros., Coral 60035; S. Fritts & The Korn Koblbers, MGM 10384)</small>					

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 29)

Once and for Always (R)	Burke & Van Heusen—ASCAP
Powder Your Face With Sunshine (R)	Lombardo—ASCAP
Red Roses for a Blue Lady (R)	Mills—ASCAP
So in Love (M) (R)	T. B. Harms—ASCAP
Someone Like You (R)	Harms, Inc.—ASCAP
Sunflower (R)	Paramount—ASCAP
While the Angelus Was Ringing (R)	Chas. K. Harris—ASCAP
You Was (R)	Crystal—ASCAP

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Race Records

Based on reports received last three days of Week Ending March 18



BEST-SELLING RETAIL RACE RECORDS

Records listed are race records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores the majority of whose customers purchase race records.

POSITION	Weeks Last	This	Record	Artist	Label
to-date	Week	Week			
6	1	1.	HUCKLEBUCK <i>Hoppin' John</i>	P. Williams	Savoy 683
10	3	2.	BOOGIE CHILLEN <i>Sally Mae</i>	J. L. Hooker	Modern 627
9	2	3.	WRAPPED UP IN A DREAM <i>The Wise Old Man</i>	Do Ray and Me	Commodore C-7505-ASCAP
18	4	4.	CHICKEN SHACK BOOGIE <i>It Took a Long, Long Time</i>	A. Milburn	Aladdin 3014-ASCAP
9	11	4.	DEACON'S HOP <i>Artie's Jump</i>	Big Jay McNeely	Monogram 105-ASCAP
13	—	6.	FREES <i>Lover Come</i>	A. Hibbler	Miracle M-501-ASCAP
1	—	7.	AIN'T NOBODY'S BUSI- NESS (Parts I and II)	J. Witherspoon	Supreme 1505-ASCAP

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3	7	8.	GRANDMA PLAYS THE NUMBERS <i>I Feel That Old Age</i>	W. Harris	King 4276
16	4	8.	BEWILDERED <i>A & M Blues</i>	A. Milburn	Aladdin 3018-ASCAP
8	—	10.	TEXAS HOP <i>Central Avenue Blues</i>	P. W. Crayton	Modern 643
6	—	11.	HOT BISCUITS <i>Slow Drag Blues</i>	J. McShann	Downbeat 164
4	7	12.	BEWILDERED <i>No Orchids for My Lady</i>	B. Eckstine	MGM 10340-ASCAP
1	—	13.	ROAMIN' BLUES <i>Have You Got the Gumption?</i>	L. Jordan and His Tympany Five	Decca 24571
2	—	13.	GET YOURSELF ANOTHER FOOL <i>Ooh! Ooh! Sugar</i>	C. Brown Trio	Aladdin 3020
5	—	13.	FORE DAY IN THE MORNING <i>Rainy Weather Blues</i>	R. Brown	De Luxe 3198

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require race records.

POSITION	Weeks Last	This	Record	Artist	Label
to-date	Week	Week			
7	2	1.	HUCKLEBUCK	P. Williams	Savoy 683
18	5	2.	CHICKEN SHACK BOOGIE	A. Milburn	Aladdin 3014-ASCAP
9	6	3.	DEACON'S HOP	Big Jay McNeely	Savoy 685-BMI
12	12	4.	WRAPPED UP IN A DREAM	Do Ray and Me	Commodore C-7505-ASCAP
19	7	5.	BEWILDERED	Red Miller Trio	Bullet 295-ASCAP
8	3	6.	BOOGIE CHILLEN	J. L. Hooker	Modern 627
14	1	7.	BEWILDERED	A. Milburn	Aladdin 3018-ASCAP
2	8	7.	ROCKIN' AT MIDNIGHT	R. Brown	De Luxe 3212
1	—	9.	HIP SHAKIN' MAMA	C. Newsom	De Luxe 3199-BMI
1	—	10.	BLUE DREAMS	S. Thompson	Ork-E. Chamblee
2	9	11.	SO TIRED	L. Johnson	King 4263-ASCAP
2	11	11.	LONG TIME	Charlie Brown	Aladdin 3021
2	—	13.	YOU BROKE YOUR PROMISE	P. Watson	Monogram 114
15	—	13.	'LONG ABOUT MIDNIGHT	R. Brown-Mighty, Mighty Men	De Luxe 3154-BMI
4	4	13.	AIN'T NOBODY'S BUSI- NESS (Parts I and II)	J. Witherspoon	Supreme 1505-ASCAP
14	14	13.	A LITTLE BIRD TOLD ME	P. Watson	Supreme S-1507-ASCAP
1	—	13.	LULLABY IN RHYTHM	C. Ventura	Ork-J. Cain

ADVANCE RACE RECORD RELEASES

A Rainy Sunday
L. Richardson-L. Russell Ork (For You) Apollo 1139

After Awhile
G. Bell-The Brown Dots (If I Could) Manor 1171

Airplane Blues
Lightnin' Hopkins (Mad With) Gold Star 452

All Night Long
T. Bacon-T. Smith Ork (I'm Sorry) Coral 60042

Bewildered
R. Miller Trio (Nobility Boogie) Bullet 295

Buy Me Some Juice
Blue Lu Barker & Danny Barker Sextet (You Gotta) Apollo 399

Buzz Buzz
J. Lunceford (I'm n) Coral 60041

Cutting Out on Me
M. White (Kind Hearted) V 22-0015

Do Something
Scat Man Crothers (Have You) Cap 15431

Fly, Fly, Fly
Big Sis Andrews & Her Huckie-Busters (The Huckie-Buck) Cap 57-70000

For You
L. Richardson-L. Russell Ork (A Rainy) Apollo 1139

Gene With the Wind
"Little Son" Jackson (No Money) Gold Star 653

Have You Got the Gumption (To Make the Assumption)
Scat Man Crothers (Do Something) Cap 15431

Ideal in Cats
I. Crosby Quartette (I Feel) Apollo 405

I Don't Want Your Baby
Conney's Combo (Won't You) Freedom 1501

I Feel the Blues
I. Crosby Quartette (I Deal) Apollo 405

If I Could Be With You
G. Bell-The Brown Dots (After Awhile) Manor 1171

I'm in a Jam
J. Lunceford Ork (Buzz Buzz) Coral 60041

I'm Sorry About the Whole Affair
T. Bacon-T. Smith Ork (All Night) Coral 60042

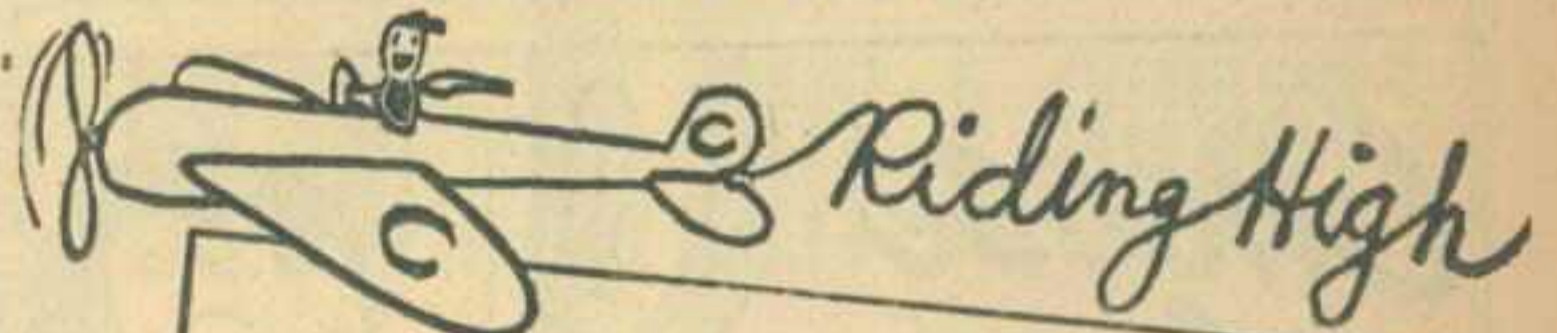
Kind Hearted Women
M. White (Cutting Out) V 22-0015

Lament to Love
S. Jennings Ork (Will You) Apollo 1143

Listen Baby Blues
R. Tarrant-J. McVea & All Stars (We're Together) Apollo 366



GEORGE MORGAN'S
CANDY KISSES
AND
PLEASE DON'T LET ME LOVE YOU
COLUMBIA 20547 (2-138*)



BLUE SKIRT WALTZ (The Original Record)
Charlie Was A Boxer F. Yankovic 12394-F

ALWAYS TRUE TO YOU IN MY FASHION
SO IN LOVE Dinah Shore 38399 (1-111*)

I'VE GOT MY LOVE TO KEEP ME WARM
I'm A-Tellin' You, Sam Les Brown 38324

SUNFLOWER
ONCE IN LOVE WITH AMY Frank Sinatra 38391 (1-106*)

I'LL STRING ALONG WITH YOU
Powder Your Face With Sunshine Doris Day Buddy Clark 38394 (1-113*)

*Columbia 7-Inch Microgroove Records

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

Trade-marks "Columbia," and Reg. U. S. Pat. Off.



ALADDIN RECORDS

MARCH OF HITS!!!

JAZZ

LABEL	NO.	NAME	ARTIST
Aladdin	2006	I Surrender, Dear Fat and Forty	Al Hibbler-Harry Carney
"	3008	Keep Me With You Please Don't Deceive My Heart	The Balladiers
"	3021	Long Time It's Nothing	Charles Brown Trio
"	3022	Key to My Door Hot Rod	Juanita Brown Maxwell Davis & His All Stars
"	3023	Jitterbug Parade Hold Me Baby	Amos Milburn
"	3024	Trouble Blues Honey, Keep Your Mind on Me	Charles Brown Trio
"	3025	Kicks Cover-Up	Jay McShann & His Band

ALADDIN — SPIRITUAL

Aladdin	2027	Lord Jesus Glory-Glory	The Soul-Stirrers
---------	------	------------------------	-------------------

SCORE — SPIRITUAL

Score	5005	When I've Done My Best Freedom	The Trumpeteers
"	5006	I Want To Die Easy Get Away, Jordan	The Trumpeteers
"	5007	Saviour, Don't Pass Me By Precious Lord	Spiritual Five
"	5008	A Soldier's Plea Fun for a Long Time	Golden Crown Quartet

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"905" . . .

A top performing break resistant compound for making long-wearing records with minimum surface noises. Moderately priced.

"VINYLLITE" . . .

A tough, flexible, break resistant compound with superb transcription qualities. Resists buckling and warping.

"709" . . .

A rigid or conventional high strength type compound that can be removed from molds sooner than other compounds. Desirable where reduced record costs are important.

"609" . . .

A standard shellac compound. A leader in its class for conventional record pressing.



SEND FOR SAMPLE BISCUITS

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Exclusive Sales Agents for U. S., Canada, Central and South America

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Folk Record Section

Based on reports received last three days of Week Ending March 18



MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are literally records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require folk records.

POSITION		Weeks Last Week		This Week		Record	
5	2	1	1	1	1	1	DON'T ROB ANOTHER MAN'S CASTLE Eddy Arnold, Victor 21-0002—BMI
21	5	2	1	1	1	1	I LOVE YOU SO MUCH IT HURTS J. Wakely and Cowboy Band, Capitol 15243—BMI
21	1	3	1	1	1	1	TENNESSEE SATURDAY NIGHT Red Foley-The Cumberland Valley Boys, Decca 46136—BMI
1	—	3	1	1	1	1	CANDY KISSES G. Morgan, Columbia 20547—BMI
6	8	5	1	1	1	1	CANDY KISSES Cowboy Copas, King 777—BMI
5	3	6	1	1	1	1	THERE'S NOT A THING E. Arnold, Victor 21-0002—BMI
4	11	6	1	1	1	1	LOVE SICK BLUES Hank Williams and His Drifting Cowboys, MGM 10352—BMI
30	6	8	1	1	1	1	ONE HAS MY NAME J. Wakely, Capitol 15162—BMI
1	—	9	1	1	1	1	PLEASE DON'T LET ME LOVE YOU G. Morgan, Columbia 20547—BMI

WARNING! In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart, and whether a record's popularity has increased or decreased. This information is shown in the left-hand columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.

19	14	10	1	1	1	1	A HEART FULL OF LOVE Eddy Arnold, Victor 20-3174—BMI
2	4	10	1	1	1	1	TILL THE END OF THE WORLD E. Tubb, Decca 46150—ASCAP
8	10	12	1	1	1	1	LET'S SAY GOODBYE LIKE WE SAID HELLO E. Tubb, Decca 46144—BMI
43	—	13	1	1	1	1	BOUQUET OF ROSES Eddy Arnold, the Tennessee Cowboy and His Guitar, Victor 20-2806—BMI
1	—	14	1	1	1	1	I FEEL THAT OLD AGE COMING ON Homer & Jethro, King 749
30	6	15	1	1	1	1	JUST A LITTLE LOVIN' Eddy Arnold, the Tennessee Cowboy and His Guitar, Victor 20-3013—BMI
4	14	15	1	1	1	1	HAVE YOU EVER BEEN LONELY? E. Tubb, Decca 46144—ASCAP
18	—	15	1	1	1	1	I LOVE YOU SO MUCH IT HURTS F. Tillman, Columbia 20430—BMI
1	—	15	1	1	1	1	I HEARD ABOUT YOU B. Hobbs, MGM 10305

FOLK TALENT AND TUNES

By Johnny Sippel

Lee Gillette, Capitol a. and r. man who will judge Capitol's first h.b. talent contest, to be staged by Tex Ritter in Charlotte, N. C., March 27 (The Billboard, March 12), has inked Mel and Stan, the Kentucky Twins, of WSM, Nashville, to a recording pact. Gillette will spend about six weeks in the South hunting talent. . . . Randy Blake, veteran WJJD, Chicago, folk music jockey, was presented with a huge gold loving cup by Ernest Tubb, Roy Acuff, Minnie Pearl and Rod Brasfield of WSM, Nashville for "the many years spent in promoting folk music."

Cousin Herald Goodman, producer-emsee at KMOX, St. Louis, will work a series of dates for Edwards & Plumlee theaters in the Midwest, together with the Landers Trio. Goodman and the trio are heard over KMOX, St. Louis. . . . Martin Dignan and the Ozark Mountaineers, KRDU, Dinuba, Calif., have signed with Melody Trail label. . . . Accordionist Larry Wayne (Quaker) is now working with Mac MacGuire's Harmony Rangers at WIP, Philadelphia. He was married January 8. Helen and Toby and the Ranch Hands, now at Lebanon, Mo., are starting a series of square dance contests in their territory. . . . Peewee King and Dave Denny cuts sides for Victor in Chicago recently. . . . Hank (Old Hank the Cowhand) Herral and His Palmino Cowhands of KSEL, Lubbock, Tex., cut their first four sides for Westernaire disks. Personnel includes: Harvie Wilson, steel guitar; Cowboy Kyle, piano; Bennie Bennett, bass; Bashful Reynolds, guitar, and the leader's guitar and vocals.

Jesse Rodgers (Cowboy and Victor) heads the newest folk music video show on the Eastern regional network out of Philadelphia. Aired is a three-time-per-week seg at 5 p.m. (EST). . . . Dave Miller, well-known folk musicker, heads the "Hometown Frolics," another TV addition, Fridays at 8 p.m. (EST) over WATV, Newark, N. J. Jimmie Dale and the Prides of the Prairie, supply background music. . . . Floyd Tillman has inked another three years with Peer International. . . . Glenn Cary and the Pennsylvania Hillbillies, last at WCHA, Chambersburg, Pa., have inked with Process Records. . . . Rocky Rauch and His Rocky Mountain Playboys, heard on KSEI, Pocatello, Idaho, are working nightly at the Club 400, American Falls. . . . Hank Gunder, "radio's tallest little cowboy," has just completed a 10-week tour of International Harvester shows and is back at WFTW, Fort Wayne, Ind.

Shorty Morris (Mercury) is now working with Curly King and His Tennessee Hilltoppers at WCYB, Bristol, Va. . . . Wayne Van Horn has rejoined Russ Pike and His Prairie Knights after a spell at KMA, Shenandoah, Ia. Pike and his combo are still working Northwest territory on location stops at ballrooms and niteries. . . . Smiletone Trio, KFEQ, St. Joseph, Mo., is working Sundays at the Del Rio Cafe, Savannah, Mo., and Saturdays at the Rulo, Neb., City Auditorium.

(Continued on page 39)

The Billboard
MUSIC POPULARITY CHARTS
Folk Record Section
PART VII
Based on reports received last three days of Week Ending March 18



BEST-SELLING RETAIL FOLK RECORDS

Records listed are hillbilly records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase folk records.

Weeks Last to Date	This Week	Position	Title	Artist	Label
6	1	1.	DON'T ROB ANOTHER MAN'S CASTLE <i>There's Not a Thing</i>	Eddy Arnold	Victor 21-0002—BMI
5	2	2.	CANDY KISSES <i>Please Don't</i>	George Morgan	Columbia 20547—BMI
22	3	3.	I LOVE YOU SO MUCH IT HURTS <i>I Don't Want Your Sym-</i> <i>pathy</i>	J. Wakely and Cowboy Band	Capitol 15243—BMI
25	5	4.	TENNESSEE SATURDAY NIGHT <i>Blues in My Heart</i>	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
46	4	5.	BOUQUET OF ROSES <i>Texarkana Baby</i>	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI
30	7	6.	ONE HAS MY NAME <i>You're the Sweetest Rose in Texas</i>	J. Wakely	Capitol 15162—BMI
5	10	7.	CANDY KISSES <i>Forever</i>	Cowboy Copas	King 777—BMI

WARNING! In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart, and whether a record's popularity has increased or decreased. This information is shown in the left-hand columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.

3	6	5.	LOVE SICK BLUES <i>Never Again</i>	Hank Williams and His Drifting Cowboys	MGM 10352—ASCAP
7	8	9.	THERE'S NOT A THING <i>Don't Rob Another Man's Castle</i>	Eddy Arnold	Victor 21-0002—BMI
2	15	10.	CANDY KISSES <i>You'll Be Sorry From Now On</i>	E. Britt and the Skytoppers	Victor 21-0006—BMI
1	—	11.	TILL THE END OF THE WORLD <i>Daddy, When Is Mommy Coming Home?</i>	E. Tubb	Decca 46150—ASCAP
25	—	12.	JUST A LITTLE LOVIN' <i>My Daddy Is Only a Picture</i>	E. Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BMI
2	9	13.	PLEASE DON'T LET ME LOVE YOU <i>Candy Kisses</i>	G. Morgan	Columbia 20547—BMI
4	—	14.	TILL THE END OF THE WORLD <i>Moon Over Montana</i>	J. Wakely and Cowboy Band	Capitol 15368—ASCAP
33	—	15.	TENNESSEE WALTZ <i>Rootie Tootie</i>	P. W. King and His Golden West Cowboys	Victor 20-2680—BMI
1	—	15.	CANDY KISSES <i>Tennessee Border</i>	R. Foley	Decca 46151—BMI

ADVANCE FOLK RECORD RELEASES

Alabama Moon Pee Wee King & His Golden West Cowboys (Tennessee Tears) V 21-0037	More and More Tee-Jus Ain't It C. Robinson & His Pleasant Valley Boys (Don't Make) MGM 10389
All I Need Is Some More Lovin' G. Morgan (Rainbow in) Col 20563	Mother, Queen o' My Heart Yodeling Slim Clark (Cowboy's Dream) Continental C-8040
Country Junction Tennessee Ernie-Cowboy Band (Philadelphia Lawyer) Cap 15430	Philadelphia Lawyer Tennessee Ernie & Cowboy Band (Country Junction) Cap 15430
Cowboy's Dream Yodeling Slim Clark (Mother, Queen) Continental C-8040	Pyramid Club E. Noack-B. Byrd (Simulated Diamonds) Gold Star 1357
Don't Make Sense Does It? C. Robinson & His Pleasant Valley Boys (More and) MGM 10389	Rainbow in My Heart G. Morgan (All I) Col 20563
Don't Rob Another Man's Castle B. Atcher (Tennessee Border) Col 20557	Rio Grande Valley R. Johnson (Down in) MGM 10385
Down in My Neck of the Woods R. Johnson (Rio Grande) MGM 10385	Simulated Diamonds E. Noack-B. Byrd (Pyramid Club) Gold Star 1357
Eighth of January Red River Dave (Herr Schmidt) Continental C-8039	Smiling With a Broken Heart B. Atcher (Money, Marbles) Col 20556
Hayseed Schottish Red River Dave (Mary Warner) Continental C-8039	Tennessee Border B. Atcher (Don't Rob) Col 20557
Herr Schmidt Red River Dave (Eighth of) Continental G-8038	Tennessee Tears Pee Wee King & His Golden West Cowboys (Alabama Moon) V 21-0037
I Had My Heart Set on You F. Willing & His Riders of the Purple Sage (You Told) Cap 57-40151	The Last Letter R. Griffin (The Lovesick) Coral 64007
I'll Do as Much for You Someday S. Whitman (I'm Casting) V 21-0038	The Lovesick Blues R. Griffin (The Last) Coral 64007
I'm Casting My Lasso Towards the Sky S. Whitman (I'll Do) V 21-0038	Three Wishes Sleepy Hollow Ranch Gang (Till the) V 20-0036
Mary Warner Blues Red River Dave (Hayseed Schottish) Continental C-8039	Till the End of the World Sleepy Hollow Ranch Gang (Three Wishes) V 21-0036
Money, Marbles and Chalk B. Atcher (Smiling With) Col 20556	You Told a Lie F. Willing & His Riders of the Purple Sage (I Had My) Cap 57-40151

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 PRESIDENT

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EDDIE GALLAHER WTOP WASHINGTON D.C.

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YOU WANNA BUY A BUNNY?



Recorded by
SPIKE JONES

and the City Slickers
 on
RCA VICTOR
 20-3359
 featuring
**"TWO FRONT TEETH"
 GEORGE ROCK**

Words and Music
CARL HOEFLE
 and
DEL PORTER



6700 SUNSET BLVD. HOLLYWOOD 25, CALIF.

READ the REVIEWS

The **Billboard**
(March 19, 1949)

... clearly superior to the more conventional renditions of any other performer ...

VARIETY
(March 16, 1949)

... the best disc so far ...

NATIONAL

GIVES YOU THE BIGGEST MONEY-MAKER SINCE "OPEN THE DOOR, RICHARD" With Their TREMENDOUS HIT Recording of

"ALL RIGHT, LOUIE, DROP THE GUN"

backed by
"OODLES OF BOODLE
(and Batches of Scratch)"

NO. 9070

The **WESSON BROS.**

(Dick and Gene)



DON'T FORGET OTHER NATIONAL SURE-SELLERS:

THE RAVENS #9065 - DEEP PURPLE
Backed by LEAVE MY GAL ALONE

WINI BROWN #9068 - GRIEVING FOR YOU
Backed by (Ya Got My) BRAND OF HONEY

BILLY ECKSTINE #9060 - IN A SENTIMENTAL MOOD
Backed by MY SILENT LOVE

CHARLIE VENTURA #9066 - PINA COLADA
Backed by STOP 'N GO

TOMMY EDWARDS #9067 - A LONG TIME
Backed by (Meow, Meow) UP IN THE ALLEY



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★★★★
★★★★

The Billboard MUSIC POPULARITY CHARTS

Record Reviews

PART VIII



Based on reports received last three days of Week Ending March 18

RATINGS (100 Point Maximum)
90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined

Records are reviewed three times: (1) for retailers; (2) for operators; (3) for dick jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for appraisal within the market.

The Categories

Point listings are maximums. Song caliber, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'tg-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 8.

ARTIST	RATINGS		
	OVER-ALL	DISK JOCKEY	OPERATOR
TUNES			
LABEL AND NO.			
COMMENT			

ARTIST	RATINGS		
	OVER-ALL	DISK JOCKEY	OPERATOR
TUNES			
LABEL AND NO.			
COMMENT			

HOT JAZZ

METRONOME ALL STARS

(Victor 20-3361)

Overtime 77--85--83--65
The annual mag all-star jazz date is on a high level this year and in the bop vein. Pete Rugolo wrote and arranged this opus which spots Charlie Parker, Buddy DeFranco, Dizzy Gillespie, Lennie Tristano, Charlie Ventura, etc.

Victory Ball 79--85--85--68
Even better a composition and more fragile is this Tristano-penned bopus written for a smaller band but the same soloists. Delicate, melodic and airy this side serves up some strong arguments in favor of controversial music.

MILES DAVIS ORK
(Capitol 15404)

Budo 73--75--75--68
Tasteful bop spots an unusual combination with French horn and tuba in the ensemble which spots Miles Davis' trumpet, Kai Winding's trom, Lee Konitz's alto.

Move 73--75--75--68
Good ensemble passages, Davis trumpet, Konitz alto lead into drum spots and a superb closing ensemble chorus.

HOWARD MCGHEE & OTHERS

(Black & White BW 151)

Bopin' Bop, Pts. I & II 65--65--65--65
Obviously a jam session in the modern idiom based on "What Is This Thing Called Love." First side, and the better one for the jukes, spots some gussy Lucky Thompson tenoring, tasty Jimmy Bunn piano and okay Irv Ashby guitar. Second side lacks steam tho there are a couple of nice ensemble bits. Crowd noises at the end of solos give the effect of a recording sliced at a jazz concert mebbe in Soldier Field.

DIZZY GILLESPIE ORK

(Victor 20-3370)

Lover, Come Back to Me 66--66--66--65
Gillespie should stick to his bop and leave the straight melodic solos for James and Spivak; his tone shows up astoundingly weak here save when he goes thru a flash 18 or 20 up-tempo bars near the end of this disappointing side.

Guarachi Guaro 65--65--65--65
This is a pretty straightforward Afro-Cuban piece with only fleeting seconds of excitement. A second-rate Gillespie effort to find another "Manteca."

HOT JAZZ

GEORGE SHEARING

(Savoy 689)

Cozy's Bop 65--69--67--60
The fine English 88'er was not up to his present brilliant level when this side was cut. It's a fly enough bop solo, with Cozy Cole and Curley Russell on traps and bass.

So Rare 71--75--73--64
Slow, reflective, 88 go, relaxed and sparkling with imaginative conceptions. Denzil Best and Gene Ratney handle the rhythm chores.

TEDDY NAPOLEON TRIO-GWENN BELL

(Manor 1172)

You Came Along 64--64--68--60
Napoleon turns in some wonderful piano work on this oldie. Miss Bell does a half-time vocal which is passable.

Bop Sixty Nine 65--72--68--60
Napoleon's fine piano, a fly guitarist and a good bassist combine to make some fanciful bop out of "All the Things You Are" or "Bop Sixty Nine"—depends on how you like it.

ERROL GARNER

(Savoy 688)

I Cover the Waterfront 76--80--77--72
Garner gets a wonderful sound out of the piano. Here he easily sells some superb meanderings on the Johnny Green melody.

Penthouse Serenade 77--81--77--73
One notch higher only because this tune is better suited to Garner's conception.

FOLK

EDDIE KIRK
(Capitol 15391)

Save the Next Waltz for Me 70--70--70--70
Kirk projects on a sweet Western waltz.

Candy Kisses 78--78--78--78
Easy rendition of the strong folk ditty should garner a share of tune's revenue.

TEXAS RUBY

(Coral 64003)

T for Texas 74--74--74--74
Strong piping and yodeling o' a sage-rush blues. Gal, with a deep-throated powerful voice, has quality reminiscent of the old-time blues thrushes.

Pride of the Prairie 72--72--72--72
(with Zeke)
Warbler joins Ruby here for some close-harmony warbling and yodeling on a lively Western novelty.

(Continued on page 116)

The Billboard

MUSIC POPULARITY CHARTS

PART IX

Record Possibilities

Based on reports received last three days of Week Ending March 18

THE BILLBOARD PICKS:

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling most played or most heard features of the Chart.

- WHAT'S MY NAME?**.....Billy Eckstine With Hugo Winterhalter's Ork.....MGM 10383
 Billy Eckstine, hot as a pistol on wax these days, comes up with his greatest threat to crash into national acceptance with this magnificent etching of an unusual and exotic tune by Bob Wells and Dave Saxon. Eckstine's full-bodied and feelingful singing is superbly assisted and complemented by Hugo Winterhalter's orking.
- AGAIN**.....Gordon Jenkins.....Decca 24662
 Via Damone.....Mercury 5261
 This rich tune, from the film "Roadhouse," first attracted attention when the Vera Lynn waxing on London label created a stir in Philadelphia. Now it receives a strong hypo via these two stellar versions. Damone's version, one of his best sides to date, has a warm personal quality, while the Jenkins cutting is a stunning production featuring a large string section and vocal choir.
- "A" YOU'RE ADORABLE**.....Perry Como and Fontane Sisters.....Victor 20-3381
 Tony Pastor Ork.....Columbia 38449
 On the verge for some months, this refreshing novelty tune shows indications of breaking thru with these strong Como and Pastor renditions. Both interpretations are distinctive from and superior to earlier renditions.
- RIDERS IN THE SKY**.....Vaughn Monroe.....Victor 20-3411
 An inspired departure from the conventional pop tune format, this song has a ring of folk poetry and the genuine common touch that Tin Pan Alley keeps talking about and rarely achieves. Monroe's full-throated and warm singing in front of a tastefully simple orking is compelling and straight-from-the-convictions. Another version that is perhaps even more in the genuine folk tradition is Burl Ives' on Columbia. Just Burl and his guitar make a pageant in music of this unusual song.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be.

1. DON'T BE AFRAID TO DREAM.....Don Reid.....Peak 800
2. NEED YOU.....Jo Stafford-Gordon MacRae.....Capitol 15393
3. FIVE FOOT TWO, EYES OF BLUE.....Benny Strong.....Tower 1456
4. DREAMER WITH A PENNY.....Bill Lawrence.....Victor 20-3355
5. COMME CI COMME CA.....Margaret Whiting.....Capitol 15401
6. COMME CI COMME CA.....Frank Sinatra.....Columbia 38407
7. YOU WAS.....Patti Page-Vic Damone.....Mercury 5234
8. SO IN LOVE.....Gordon MacRae.....Capitol 15357
9. ST LOUIS BLUES.....Irving Fields.....Victor 20-3309

In last week's Disk Jockey Picks the song *Don't Ask Me Why* was inadvertently listed as recorded by Jo Stafford. This should have read: *Don't Ask Me Why*, by the Deep River Boys, Victor 22-0003. The Billboard regrets this error.

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be.

1. "A" YOU'RE ADORABLE.....Jo Stafford-Gordon MacRae.....Capitol 15393
2. NEED YOU.....Jo Stafford-Gordon MacRae.....Capitol 15393
3. YOU WANNA BUY A BUNNY.....Spike Jones.....Victor 20-3359
4. A BLUEBIRD SINGING IN MY HEART.....Bing Crosby.....Decca 24508
5. "A" YOU'RE ADORABLE.....Larry Fortino.....Decca 24579
6. LOVE ME! LOVE ME! LOVE ME!.....Sammy Kaye.....Victor 20-3366
7. ALWAYS TRUE TO YOU IN MY FASHION.....Dinah Shore.....Columbia 38599
8. I DON'T SEE ME IN YOUR EYES ANY MORE.....Perry Como.....Victor 20-3347
9. FIVE FOOT TWO, EYES OF BLUE.....Benny Strong.....Tower 1456
10. YOU'RE SO UNDERSTANDING.....Blue Barron.....MGM 10369

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,558 of them, the juke box operators think tomorrow's hits will be:

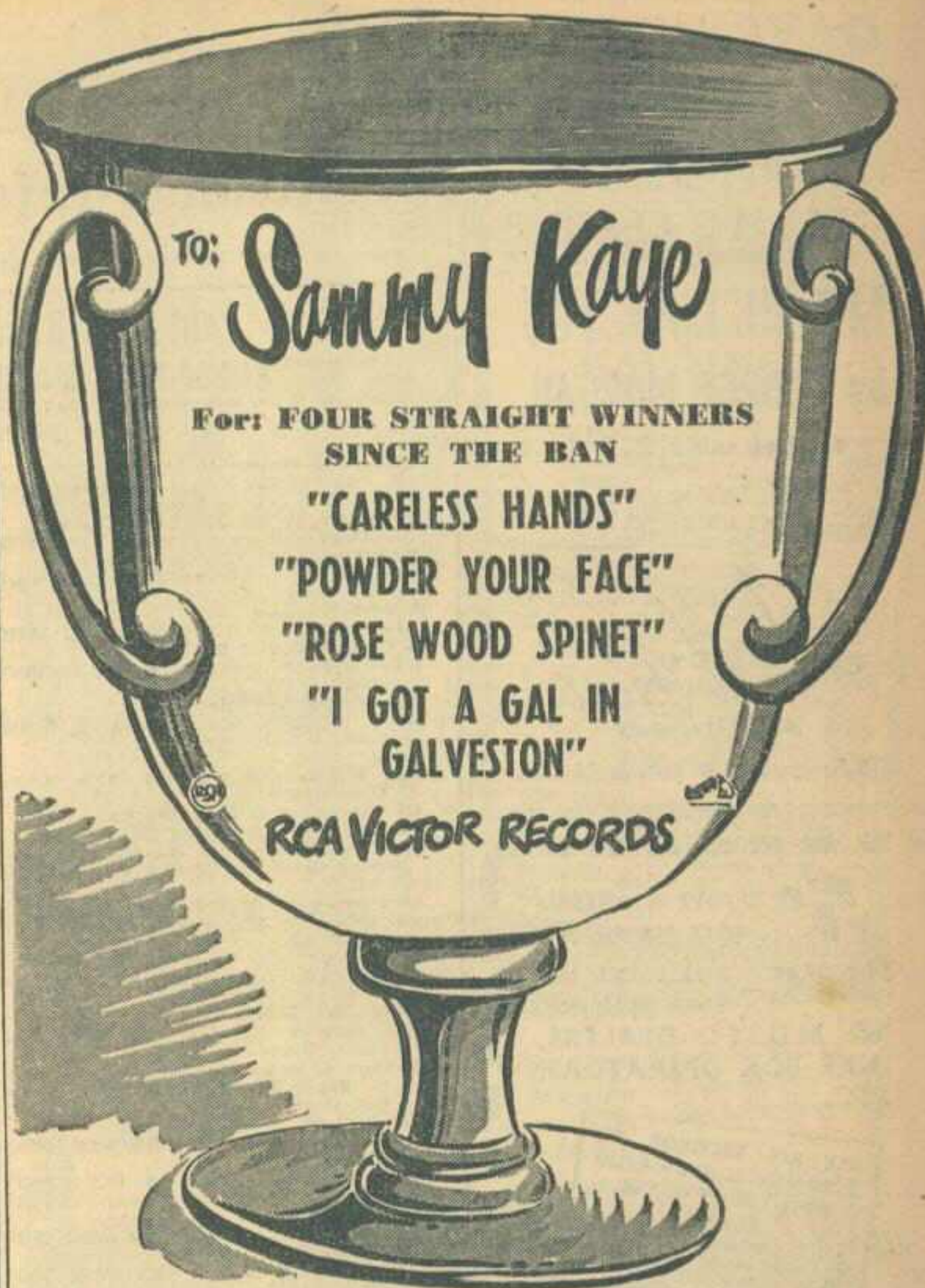
1. NEED YOU.....Jo Stafford-Gordon MacRae.....Capitol 15393
2. YOU, YOU, YOU ARE THE ONE.....Russ Morgan.....Decca 24569
3. YOU'RE SO UNDERSTANDING.....Blue Barron.....MGM 10369
4. YOU WAS.....Peggy Lee-Dean Martin.....Capitol 15349
5. EVERYWHERE YOU GO.....Guy Lombardo.....Decca 24549
6. "A" YOU'RE ADORABLE.....Jo Stafford-Gordon MacRae.....Capitol 15393

FOLK TALENT AND TUNES

(Continued from page 36)

Betsy Gay, new Capitol singer, has her first release with Andy Parker and the Plainsmen, doing "I Didn't Know the Gun Was Loaded." . . . Redd Harper, director and producer of the Armed Forces Radio Shows in Hollywood has received word from army brass that a live all-Western show will tour American bases in Europe sometime in May. It will be the first live folk talent show on the army circuit. . . . Judie and Julie, the Jones Sisters, who recently inked with Victor, are doing regional shows over four West Virginia stations from WVNR, Beckley. . . . Rosalie Allen (Victor) lost her father February 22.

Please address all communications to Johnny Sippel, The Billboard, 155 North Clark St., Chicago 1, Ill.



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The **Billboard** MUSIC POPULARITY CHARTS
PART **X**
Advance Information

Based on reports received last three days of Week Ending March 18

ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- A Bluebird Singing in My Heart
S. Solo-Paulette Sisters (Cruising Down)
Spotlite 505
- A Chapter in My Life Called Mary
B. Clark (Whispering Waters) Col 38443
- A Chapter in My Life Called Mary
G. MacRae-P. Weston Ork (The Little)
Cap 15425
- A Fine Romance
L. Brown Ork (1400 Dream) Col 38444
- A Little Bird Told Me
S. Shephard-B. Martin Ork (My Darling)
Spotlite 502
- "A" You're Adorable
R. Paige-The New Yorkers (I Love)
Spotlite 510
- Again
M. Torme-P. Rugolo Ork (Blue Moon)
Cap 15428
- All Right, Louie, Drop the Gun
L. Prima Ork (It's a) V 20-3410
- All Right, Louie, Drop the Gun
Wesson Brothers (Oodles of) National
9070
- Anything Can Happen
J. Davis-The Mariners (I Didn't Know)
Col 38448
- April May
D. Carsella Ork (Heart of) Collegiate
2956
- Ballin' the Jack
M. Mole & His Dixieland Ork (How
Come) Brunswick 80105
- Barkleys of Broadway Album—F. Astaire-
G. Rogers-L. Hayton & MGM Studio
Ork (2-10")
- MGM L-5
My One and Only Highland Fling
MGM 50016
- Shoes With Wings On MGM 50017
- They Can't Take That Away From Me
MGM 50017
- You'd Be Hard To Replace MGM 50018
- Beautiful Eyes
B. Breen-The Spotlite Ork (You, You)
Spotlite 511
- Because You Love Me-
D. Day-The Rhythmairs (Galway Bay)
V 20-3413
- Because You Love Me
K. Smith-J. Miller Ork (Dreamy Old)
MGM 10388
- Bella, Bella Maria
J. Tucker-B. Martin Ork (Pussy Cat)
Spotlite 503
- Blue Moon
M. Torme-P. Rugolo Ork (Again) Cap
15428
- Blue Skies
R. Norvo Sextet (Dee Dee's) Brunswick
80104
- Bouquet of Roses
S. Solo-Paulette Sisters (I've Got)
Spotlite 504
- Brush Those Tears From Your Eyes
The Paulette Sisters-B. Martin Ork (So
in) Spotlite 508
- Cruising Down the River
The Paulette Sisters-The Spotlite Ork
(A Bluebird) Spotlite 505
- Cry Baby
R. Stevens Ork (Never Go) Manor 1174
- Dee Dee's Dance
R. Norvo Sextet (Blue Skies) Brunswick
80104
- Do You Miss Me?
B. Darnel (Underneath) Abbey 58
- Do You Still Love Me?
D. Dennis (Tu Sel) Gold Medal GM 950
- Don't Cry, Cry Baby
E. Howard (I Get) Mer 5262
- Don't Take My Word
B. Kaye Quintet & the Tune Timers
(Don't Tell) MGM 10387
- Don't Tell My Heart
B. Kaye Quintet & the Tune Timers
(Don't Take) MGM 10387
- Down by the Station
The Paulette Sisters-B. Martin Ork
(Galway Bay) Spotlite 505
- Dreamy Old New England Moon
K. Smith-J. Miller Ork (Because You)
MGM 10388
- Drifting
B. Lee-The Keynotes-N. Temple Ork
(On the) London 419
- Everywhere You Go
P. Masters Ork (She's Not) MGM 10386
- Exactly Like You
C. Basie Ork (Jumpin' at) Coral 60037
- Far Away Places
P. Terry-S. McWilliams (Down by) Spot-
lite 506
- Galway Bay
D. Day-The Rhythmairs (Because You)
V-20-3413
- 1400 Dream Street
L. Brown Ork (A Fine) Col 38444
- Galway Bay
P. Terry-S. Williams (Down by) Spotlite
506
- Ghost Riders in the Sky
V. Monroe Ork (Single Saddle) V 20-3411
- Heart of My Heart
D. Carsella (April May) Collegiate 2956
- Hooray, Hooray, I'm Goin' Away
S. Fritts & the Korn Kobbler (Clancy
Lowered) MGM 10384
- How Come You Do Me Like You Do
M. Mole & His Dixieland Ork (Ballin'
the) Brunswick 80105
- I Came Back To Say I'm Sorry
L. Vincent (When You're) Pearl 23
- I Didn't Know the Gun Was Loaded
J. Davis-The Mariners (Anything Can)
Col 38448
- I Get Up Every Morning
E. Howard Ork (Don't Cry) Mer 5262
- I Got It Bad (And That Ain't Good)
W. Herman Ork (That's Right) Cap 15427
- I Love You So Much It Hurts
B. Breen-B. Martin Ork ("A" You're)
Spotlite 510
- I Wish Somebody Cared Enough To Cry
E. Hawkin Ork (Texas Hop) V 20-3403
- In the Spring of the Year
A. Drake-H. Rene Ork (Malaguena)
V 20-3416
- Isle of Capri
W. Manone & His Jazz Band (Memphis
Blues) Brunswick 80106
- It's A Cruel, Cruel World
L. Prima Ork (All Right) V 20-3410
- It's Me
E. Young-O. Green Ork (Cabaret)
V 20-3412
- I've Got My Love To Keep Me Warm
G. Elwood-B. Martin Ork (Bouquet of)
Spotlite 504
- Jumpin' at the Woodside
Count Basie Ork (Exactly Like) Coral
60037
- Junie Boy
Jones Brothers (My Wild) Gold Medal
GM 952
- Keep a Twinkle in Your Eye
Main Street String Band (When You)
V 20-3415
- La Raspa
M. Marrow & MGM Ork (Sicilian
Tarantella) MGM 30195
- Lavender Blue
G. Elwood-S. McWilliams Ork (Tarra
Ta-Larra) Spotlite 501
- Looking at the World Thru Rose Colored
Glasses
B. Pollack Ork (Song of) Coral 60039
- Malaguena
A. Drake-H. Rene Ork (In the) V 20-3416
- Memphis Blues
W. Manone & His Jazz Band (Isle of)
Brunswick 80106
- Merry-Go-Round Song
J. Carroll & The Carolers (You're My
Carroll) 5004
- Mosquito's Parade
P. Green Ork (Teddy Bear's) MGM
30194
- My Darling, My Darling
J. Tucker-S. Shephard-B. Martin Ork
(A Little) Spotlite 502
- My Wild Irish Rose
Jones Brothers (Junie Boy) Gold Medal
GM 952
- Never Go There
R. Stevens Ork (Cry Baby) Manor 1174
- On the Five Forty-Five
J. Nichols-B. Lee-The Keynotes (Drifting)
London 419
- Once and for Always
J. Stafford-P. Weston Ork (Why Can't)
Cap 15424
- Oodles of Boodle
Wesson Brothers (All Right) National
9070
- Powder You Face With Sunshine
J. Tucker-Spotlite Ork (Faraway) Spot-
lite 500
- Red Roses for a Blue Lady
B. Breen-B. Martin Ork (Careless Hands)
Spotlite 507
- St. Louis Blues, Pts. 1 & 2
The Soft Winds Mer 5264
- Senora
J. Smith-F. DeVol Ork (Busy Doing)
Cap 15429
- She's a Home Girl
P. Masters Ork (Everywhere You) MGM
10386
- Sicilian Tarantella
M. Marrow & MGM Ork (La Raspa)
MGM 30195
- Single Saddle
V. Monroe Ork (Ghost Riders) V 20-3411
- So in Love
B. Breen-The Merrymakers (Brush Those)
Spotlite 508
- So Tired
P. Terry-The New Yorkers (What's My)
Spotlite 509
- Somehow
B. Eckstine (What's My) MGM 10383
- Sunflower
J. Cooper-The New Yorkers (Candy
Kisses) Spotlite 512

(Continued on page 115)

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The Billboard MUSIC POPULARITY CHARTS

PART XI

Album Reviews

Based on reports received last three days of Week Ending March 18



The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points...

THE RATINGS

Table with 2 columns: Rating (90-100, 80-89, 70-79, 40-69, 0-39) and Description (tops, excellent, good, satisfactory, poor)

THE CATEGORIES

Table with 2 columns: Category (Production Idea, Name Value, Calliber of Material, etc.) and Max. Pts. (15, 15, 15, 10, 10, 15, 5, 5, 10)

FOUR AMERICAN LANDSCAPES 70

Janssen Symphony of Los Angeles, Werner Janssen, Cond. (4-12") Artist JS-12 Gilbert: Dance in the Place Congo; Copland: Quiet City; Ives: Housatonic at Stockbridge; Cowell: Ancient Desert Drone...

JUKES Not suitable. JOCKS Either as a whole or in parts good American music for FM and long-hair spins.

JOE E. LEWIS—Joe E. Lewis 75

With Austin Mack, Piano (3-10") JEL Album No. 1 The Groom Couldn't Get In; Oldsmobile; It's Deductible; Politics; Astrology; Poor Little February...

JUKES Not recommended. JOCKS Unsuitable.

JAZZ AT THE PHILHARMONIC 82

—Vol. 9. Illinois Jacquet, Flip Phillips, Howard McGhee, Bill Harris, Jo Jones, Hank Jones, Ray Brown. Mordido-Parts 1-6 (3-10") Mercury JATP—Vol. 9 Taken off at the same JATP Carnegie Hall concert which produced the best-selling "Perdido," this latest package in the series sustains the same jazz mood which sparked its predecessors...

JUKES Side one may rate spins in jazz boxes. JOCKS Sides One and Three are the best sides but it's a good set over-all.

JUST JAZZ (2-10") 70

Modern—Volume 1 The first in a series of jazz concert albums is JATP, these sides were taken off a session presented by West Coast Jock Gene Norman. (Billing on the albums reads Gene Norman Presents.) Subtitled "Just Bop," the four sides show a fine group of boppers working over the standard, "Just You, Just Me," with the usual applause and audience enthusiasm recorded along with the music...

JUKES Singles will get play in "hip" pur-Heus. JOCKS Fine for jazz segs.

GUS EDWARDS SONGS ALBUM 62

—Lyn Duddy Choir-Arnold Stang-Joan Lazer-Ray Charles-Betty Garde-Archie Bleyer Ork (4-10") MGM 41 School Days; By the Light of the Silvery Moon; Jimmy Valentine; In My Merry Oldsmobile; Sunbonnet Sue; If a Girl Like You Loved a Boy Like Me; He's Me Pal; If I Was a Millionaire. In these arrangements of oldies by the great showman-writer, an effort has been made to combine the nostalgic feeling of the pre-World War era with the accepted musical modernisms of present-day radio...

JUKES Not suitable. JOCKS Gets dull in a lump, but useful in small doses.

VIENNESE SONGS—Max Lichtegg-Zurich-Victor Reinshagen, Cond. (3-12") 60

American-Elite A 204 You're My Sunshine; Yours Is My Heart Alone; Friends, Life Is Worth Living; I Can't Be True; Where There Is Hope. In his second album for the Swiss-American label, the leading tenor of the Zurich opera house has selected some sure-fire selections from Strauss, Lehar and Von Suppe operettas. In some cases he invites the inevitable comparison to the late great Richard Tauber, whose waxings are still available, but Lichtegg's more robust voice may appeal to some who don't like their Viennese music too heavily stylized...

JUKES Not suitable. JOCKS Some sides could go on continental-flavored, or light classic segs.

FRANZ LEHAR: GRAND POT-POURRI—Vienna Symphonic Orch., cond. by Max Schonherr (2-12") 62

American-Elite Alb. A 203 Contains: The Land of Smiles; The Zarewitch. This release by the Swiss-American diskery features medleys from two popular Lehar operettas of the 1920s. Altho "Land of Smiles" had an oriental setting, and "Zarewitch" a Balkan setting, both remain Viennese at heart, and consequently they are mainly swingy and sentimental. "Yours Is My Heart Alone" is the feature tune of "Smiles," and the "Volgalied" is the most familiar from "Zarewitch." Schonherr conducts the large orchestra with affection for the spirit of the composer who died last year...

JUKES Not suitable. JOCKS Fine for a flavor-some light-classical sequence.

HAPPY BIRTHDAY—Joseph Boley-Al Rickey Ork-The Bell-Aires-William & Ida Martens (1-10") 70

Kiddle Land KL 4 Since the lots like to imagine they're having a birthday many times during the year, this set is likely to get year-round spinning. Production doesn't make it too exciting, but the cake ceremony is covered, and guests are invited to participate in a couple of jazzed-up 'olk songs. The idea is stronger than the effort, but the 59-cent price is right, and chains should cash in...

JUKES Not suitable. JOCKS Selections used here would serve better in individual diskings.

SNOW WHITE—Paul Anderson-Jeanne Roy-Al Rickey Ork (1-10") 80

Kiddle Land KL 3 Story here is quite similar to the Disney version of the ancient folk tale, but doesn't use the popular songs from the cartoon film. Anderson's narration is gripping without becoming scary, and the incidental music is in character with the sweet story. Excellent production and popularity of the title make this a big buy at 59 cents...

JUKES Not suitable. JOCKS Short, but effective storytime feature.

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The
Billboard

MUSIC POPULARITY CHARTS

PART
XII

The Honor Roll of Popular Songwriters

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NO. 14—GUSTAVE A. KERKER

By Jack Burton

It was just 50 years ago that Gustave Kerker made theatrical history that was headlined on two continents. Today, he is one of Tin Pan Alley's forgotten men. His name, like those of the many stars who helped put his songs on the music racks of the country's pianos, holds little if any appeal for the modern generation. Even the Casino Theater, around which much of his career was centered, is but a memory, having been razed 13 years ago to provide a site for a cloak-and-suit house at the southwest corner of 39th Street and Broadway—a transition from glamour to garments.

In fact, the golden era to which Gustave Kerker belonged came to an end on the night of January 18, 1930, when the Casino curtain fell for the last time and scores of Broadway celebrities met on its stage to pay tribute to Weber and Fields, Lillian Russell, Anna Held, Eddie Foy, DeWolf Hopper, Adele Richie, Lulu Glaser, Edna Wallace Hopper, James K. Powers and other stars who had played that historic theater around the turn of the century. And when the roll of the Casino's great was called, Gustave Kerker, who had provided much of the musical background for the Casino's triumphs, was not forgotten.

On the night of May 10, 1886, for example, he had directed the Casino orchestra at the premiere of *Erminie*, which co-starred Pauline Hall and Francis Wilson, ran for a record 1,256 performances and earned \$120,000 in royalties for the composer, Edward Jacobowski. Four years later (November 11, 1900), he had given the first down-beat to the fabulous beauties of the *Floradora Sextet*, all of whom found gilt-edged romance at the Casino's stage door. Lillian Russell, too, achieved stardom under the guidance of his baton.

Gustave Kerker's talent, however, went beyond the orchestra pit. Like Victor Herbert, a contemporary, he was a composer of note, writing the scores for several of the comic operas

that made the fame of the Casino nationwide and blazing the trail of welcome for American musical comedy overseas with his *Belle of New York*.

Born in Herford, Westphalia, Germany, on February 28, 1857, and an accomplished cellist at the age of seven, Kerker came to the United States in 1867 with his parents, who settled in Louisville, Ky. Here, after finishing high school, he led local theater orchestras for several years and at the age of 22 composed his first operetta, *Cadets*. This toured the Southern States for four months and brought Kerker to the attention of Edward E. Rice, a well-known producer, who was instrumental in getting the young composer a much-coveted job—leader of the house musicians at the New York Casino, which architecturally was the pride of Manhattan and regarded by the profession as a doorway to fame.

The Casino

Built in 1881, when the theatrical district centered around 14th Street, the Casino was dubbed "Aronson's Folly" by Broadway skeptics who held that the location was too far north to attract the city's theatergoers, but Rudolph Aronson, who promoted the venture with the financial backing of such men as Cyrus W. Field, William K. Vanderbilt, Chauncey Depew, Tom Platt, Pierre Lorillard and J. P. Morgan, proved such a pessimistic prediction unfounded. Residents of New York and visitors to the city alike were willing to go out of their way to see the attractions booked by Aronson.

A spacious and imposing structure of Moorish design, the Casino housed both a theater and the first open-air roof garden in the United States. The latter was decorated with giant palms and provided with tables at which patrons might dine and drink while watching an operetta or musical extravaganza in which the top names of show business appeared. The Casino also served as a stepping stone to fame for such future greats as

Brief biographies of the great writers of popular music, complete with . . .

- . . . CHRONOLOGICAL LIST OF THEIR GREATEST SONGS
- . . . PUBLISHERS (Where no publisher listed, song is in Public Domain)
- . . . BACKGROUND DATA ON SELECTED SONGS
- . . . MAJOR LABEL RECORDINGS AVAILABLE ON SONGS

This anthology of American popular music, which covers mainly a 60-year period from 1890 to the present day, is based on 20 years of research by the author, a former newspaper magazine and advertising copy writer who has made the study of popular music his hobby.

This anthology does not attempt to list the complete output of these writers. Instead the song listing is restricted to those titles that have gained either top ranking or appreciable popularity.

In the musical comedy and film musical fields, however, the complete scores will be listed in order to provide something new and vitally needed in an anthology of this kind: A comprehensive record of stage and motion picture songs.

Songs are listed according to the date of their original copyright, the stage musical songs according to the year such musicals were produced, and the film songs according to the year of their public release.

All songs that have attained a sheet music sale of a million or more copies, according to the most authentic and unbiased records available are marked with an asterisk (*).

In the publisher listing, the name of the present publisher and not the original publisher is given, and songs now in the public domain (titles first copyrighted in 1892 or before) have no publisher credit.

In the listing of song recordings, no so-called collector's items are given, and while such a list is representative, it makes no pretensions of being complete.

David Warfield, who made his first New York appearance as a Hebrew comedian at the Casino; Josef Hofmann, who as an 11-year-old boy pianist thrilled to his first applause at a Casino concert; Lois Fuller, who introduced her celebrated serpentine dance on the Casino stage, and Lillian Nordica, who chose the Casino for her American debut.

Gustave Kerker, too, found the Casino an "open sesame" to international fame in 1899 when he took his *Belle of New York* to London. This comic opera, which had been premiered at the Casino the previous season with only moderate success, had been a personal triumph for a comparatively unknown actress, Edna May, who had been engaged in a last-minute emergency to play the leading role of a Salvation Army girl. She became the toast of the town over night, and largely on the strength of her rave press notices, George Musgrove, an Australian producer, arranged to take the *Belle of New York* to the English capital the following year.

With Kerker in the orchestra pit, the production was the sensation of two London seasons, establishing a record run of 697 performances at the Shaftesbury Theater and confounding the Broadway prophets who declared before the troupe sailed that the show was doomed to certain failure. During the London engagement, Edna May sang and danced her way into the hearts of the English people, captivated a British monarch and

achieved a millionaire husband, while Kerker was offered a handsome contract to remain in London and write musical comedies for the Gaiety Theater by George Edwardes. The latter was England's foremost producer, who had declared before the *Belle's* opening that no American could write a musical play that would succeed in England.

Charles McLellan, who wrote the book for *The Belle of New York* under the pseudonym of Hugh Morton and collaborated with Kerker on several other Casino productions, was a brilliant journalist who declared repeatedly that he hated musical comedies and wrote them only to keep the wolf from his door. Later, he turned his talents to straight drama, writing *Leah Kleschna*, for Minnie Maddern Fiske and *The Jury of Fate* for Henry B. Irving.

Kerker, who later provided the scores for two operettas that won him acclaim on the continent—*The Snowdrop in Berlin* and *The Upper Ten Thousand* in Vienna—was one of the nine founding members of the American Society of Composers, Authors and Publishers (ASCAP) and an ASCAP director at the time of his death on June 29, 1923—seven years before the passing of the Casino where two composers from a more modern school of music were soon to repeat his triumphs: Rudolf Friml with *The Vagabond King* in 1925 and Sigmund Romberg with *The Desert Song* in 1926.

★ ★ ★ GUSTAVE KERKER'S GREATEST SONGS ★ ★ ★

- 1888—**PEARL OF PEKIN**
Book and lyrics by Charles Alfred Byrne.
I WAS BORN IN TOKIO
FOUR LITTLE TCHIN-TCHIN GIRLS
BAD AS THEY ARE WE LOVE THE MEN
SAILORS' CHORUS
I LOVE MY OLD LOVE STILL
PEARL OF PEKIN
JUGGLING SONG
WHAT A SUBJECT TO PAINT ON A FAN
- 1890—**CASTLES IN THE AIR**
Book and lyrics by Charles Alfred Byrne and presented at the New York Casino by the DeWolf Hopper Opera Bouffe Company. After witnessing this production, Oscar Hammerstein, the producer and grandfather of the author of "Show Boat" and "Oklahoma," made a bet that he could write an operetta in 48 hours, and after locking himself in a room at the Tilley House for two nights and days, came out with the book and score for "The Kohinoor."
THE WEDDING BELL
WE LOOK AND SMILE AND BOW JUST SO
THE YOUNG MAN ATHLETIC
THE CRICKET
JUST US TWO
CASTLES IN THE AIR
WHAT IN THE WORLD COULD COMPARE TO THIS?
IS IT A DREAM?
THIS LITTLE PIC WENT TO MARKET
- 1895—**KISMET**
Book and lyrics by Richard Carroll, and starring Lizzie MacNichol with

Harry Davenport and Aubrey Boucicault in the supporting cast. Harms, Inc.
DO YOU LIKE TUTTI-FRUTTI?
JUST ONE KISS
PHYSICAL CULTURE
TERROR, TERROR
TUZZIE MARIE
WHY AM I NOT LIKE THE REST OF THE GIRLS?

- 1896—**IN GAY NEW YORK**
Book and lyrics by Hugh Morton, and presented by a cast headed by Virginia Earle, Louise Hunter, Walter Jones, David Warfield, Lee Harrison, John Slavin, Richard Carle and Madge Lesing. Harms, Inc.
CRIPPLE CREEK BANDITS
GIRLIE GIRL
IN GAY NEW YORK
JIM JAM
LURLINE
MOLLIE
TAKE ME DOWN TO CONEY ISLAND
A TRIP AROUND THE TOWN
IT'S FORTY MILES FROM SCHENECTADY TO TROY
TURN YOUR GREAT EYES ON ME

- 1896—**THE LADY SLAVEY**
Book by George Dance, lyrics by Hugh Morton and presented at the New York Casino with a cast headed by Charles Danby, Dan Daly, Richard Carle, Virginia Earle, Marie Dressler and La Petite Adelalde. Harms, Inc.
BABY, BABY
BEAUTIFUL HUMAN FLY
CACHUCA SONG
COME DOWN MY HONEY DO
GOLF SONG

- NELLIE KEPT ON SMILING
TWINKLE TWINKLE
WHOOPE DE DOODEN DO
- 1897—**AN AMERICAN BEAUTY**
Book and lyrics by Hugh Morton, and starring Lillian Russell with Jerome Sykes and Alexander Carr in the leading comedy roles. Harms, Inc.
FAT BOY
HEIGH HO FOR THE FEMININE SEX
INHERITED FROM MY AUNT
LITTLE DICKEY DOUBLEDAY
TRULY, TRULY
WHEN I MET YOU
LITTLE DOTTIE, LITTLE TOTTIE
THE WHIRL OF THE TOWN
- Book and lyrics by Hugh Morton. Remick Music Corp.
CABLE CAR GRIPMAN
DARLING LITTLE YUM YUM
FROM THE BATTERY TO HARLEM
I'M A CAPTAIN BOLD AND HAUGHTY
A GIRL IS NOTHING BUT A ROSE
ONE, TWO, THREE
MY ESTELLE
LITTLE YALLER BOY
MARY ELLEN BROWN
LITTLE BIRDS LEARNING TO FLY
THE OLD DAYS
NANCY HOGAN'S BALL
TRICKY LITTLE SARAH
LEAD ON, EBENEZER
OH, WILLIE BOY!
- 1898—**YANKEE DOODLE DANDY**
Book and lyrics by Hugh Morton. A musical extravaganza in which Edna Wallace Hopper, Thomas Q. Seabrooke, Walter Jones and Julius Steger got feature billing. Harms, Inc.

- BOYS OF YANKEE LAND
CHERRY HILL FUSILIERS
FAIR HONORIA
FLORA
FROM THE DISTANT TOWN OF CADIZ
THE GIRL WITH THE STRAWBERRY MARK
GOLLY, CHARLIE!
IF YOU DO IT IN THE PROPER SORT OF WAY
I LOVE A GIRL WHO IS MADE OF STUCCO
INFANT INCUBATOR
HAVE YOU SEEN MANDY?
HERE'S TO OUR ALMA MATER
JUANITA
MAY I?
MR. JOHNSON'S CHOWDER
OH, HOW WOULD YOU LIKE TO PET THE OLD, OLD STORY
POOR O'HOOLAHAN
LOUISA
MEET ME DOWN AT HUYLER'S
OH, WILLIE! DON'T YOU LOVE ME?
ROXIANA DOOLEY
WINE, WINE, WINE
WHEN THE CLOCK STRIKES TWO IN THE TENDERLOIN
- 1898—**THE BELLE OF NEW YORK**
Book and lyrics by Hugh Morton and starring Edna May after the first performance. Harms, Inc.
WHEN I WAS BORN THE STARS STOOD STILL
TEACH ME HOW TO KISS
THEY ALL FOLLOW ME
GOOD OLD GLORY
BELLE PARISIENNE
WE'LL DANCE IN THE MOONLIGHT
A SIMPLE LITTLE GIRL

I'M THE BELLE OF NEW YORK
A NICE YOUNG MAN
CORANGELIQUE
THE PURITY BRIGADE
ON THE BEACH AT NARRAGANSETT
THE ANTI-CIGARETTE SOCIETY
CONDRUMS
MY LITTLE BABY
WHEN WE ARE MARRIED
YOU AND I

1898—**THE TELEPHONE GIRL**
Book and lyrics by Hugh Morton, and co-starring Clara Lipman and Louis Mann. Harms, Inc.
AND THE BELL GOES TING-A-LING-LING
I WOULDN'T DO ANYTHING WRONG
ROUGH RIDERS
WOULD YOU IF YOU COULD?
UPTOWN DOWNTOWN

1901—**THE GIRL FROM UP THERE**
Book and lyrics by Hugh Morton, and starring Edna May in a cast that included Otis Harlan, Harry Kelly, Harry Davenport, Virginia Earle, Edna Aug, Nat Wills, Lawrence Wheat and Montgomery and Stone, each of whom played dual roles. Harms, Inc.
DON'T YOU BELIEVE THOSE EYES
FAIR PHYNETTE
I WAS WALKING ROUND THE OCEAN
SUSIE
WE'LL NEVER EAT

1902—**THE BILLIONAIRE**
Book and lyrics by Harry B. Smith, and with a cast that included Jerome Sykes in the title role, Julius Steger, Harry MacDonough, Harry Kelly, May Robson, Sallie Fisher and Marie Doro. M. Witmark & Sons.
TO BE TRULY REFINED
THE MONEY BURNER
SUCH A DEAR LITTLE MAN AS YOU
FOR A SIGHT OF OLD BROADWAY
THE AGE OF GOLD
TOAST SONG
THERE ARE TRICKS TO ALL TRADES

1903—**THE BLONDE IN BLACK**
Book and lyrics by Harry B. Smith, and with a cast headed by Blanche Ring, Harry Conner, Albert Hart and Charles W. Bowers.
MEN ARE AMBITIOUS
DON'T OVERDO IT
THE YANKEE GIRL
ANY OLD THING
LOVE ALL THE DAY
MY IDEAL
SHE WALKS LIKE THIS
AWAKE, MA CHILE
ALTHOUGH I'M SO DEMURE
COUNTRY BELLES
CYNTHIA JONES
THEY ARE ANGELS WITHOUT WINGS

1903—**WINSOME WINNIE**
Book and lyrics by Frederic Ranken. Paula Edwards made her debut as a star in a cast that included Julia Sanderson, Jobyna Howland, Helen Redmond and Dick Temple. Edward B. Marks Music Corp.
SEE O'ER THE SWELLING TIDE
THEY'RE LOOKING FOR ME
I LOVE YOU ONLY
GOOD OLD DAYS
EVERYTHING IS BIG IN CHICAGO
THE BUGLE SOUNDS
HOLA! HOLA!
OH, MAIDEN, THOU HAST AN EYE
OF BLUE
THE CROCODILE AND THE MOON
THE MILLER OF THE ZUYDER ZEE
THEN HE WENT AWAY
SING SONG LEE
I WOULD BE A SOLDIER BOY
MY WINSOME WINNIE
HEROES

1908—**THE SOCIAL WHIRL**
Book and lyrics by Charles Daly and Joseph Herbert, and presented by a cast headed by Adela Ritchie, Mabel Penton, Maude Raymond, Blanche Deyo, Ada Lewis, Charles J. Ross, Frederic Bond, Joseph Coyne and Elizabeth Brice. Harms, Inc.

THE PROFESSION OF A MANICURE
VI-VI
OLD MAN MANHATTAN
A RAINY DAY
LOVE AMONG THE FREAKS
JUST KIDS
RUN AWAY, NAUGHTY MAN
JUST THE ONE I'M LOOKING FOR
WE'LL BLOW THE JOLLY HORN
RACING SONG
THE TOURISTS

Book and lyrics by R. H. Burnside, and with a cast headed by Julia Sanderson, Vera Michelena, Trace LeBue and William Pruetto. M. Witmark & Sons.
DEAR OLD BROADWAY
IT'S NICE TO HAVE A SWEETHEART
KEEP ON DOING SOMETHING
LOVE IS A WONDERFUL THING
OH, MISTER SUN!
RUTH, SHE ALWAYS TOLD THE TRUTH
THAT'S THE TIME
THEY LIVED TO BE LOVED IN VAIN
WOULDN'T YOU LIKE TO KNOW?

1907—**THE WHITE HEN**
Book by Roderic C. Penfield, lyrics by Paul West, and with a cast headed by Louise Gunning, Lotta Faust, Louis Mann and Ralph Hers. Jerry Vogel Music Co.
A MAN IS ONLY A MAN
KEEP COOL
FOLLOW, FOLLOW
FISHING
THE PRIMA DONNA
WAITING FOR THE BRIDE
EVERYTHING IS HIGH NOWADAYS
I'M MARRIED NOW
THAT'S WHY THE DANUBE'S BLUE
AT LAST WE'RE ALONE
VERY WELL THEN
PRINTEMPS
SMILE

1907—**FASCINATING FLORA**
Book and lyrics by R. H. Burnside and

Joseph Herbert, and starring Adela Ritchie in a cast that included Ada Lewis, Louis Harrison and Fred Bond.
I'M GOING TO A PRETTY WEDDING
IN PARIS
VARIETY
ZUYDER ZEE
I AM A MARVELOUS MUSICIAN
WHAT WILL HAPPEN THEN?
OFF TO NEW YORK
BULLS AND BEARS
COME ALONG IN, THE WATER'S FINE
There also were two interpolated numbers in this production by a rising young composer named Jerome Kern:
THE SUBWAY EXPRESS
With lyric by James O'Dea.
BALLOONING

1907—**THE LADY FROM LANE'S**
Book and lyrics by George Broadhurst, and with a cast that included Truly Shattuck, Thomas Wise, Ida Hawley, Walter Percival, Robert Peyton Carter and Percy Bronson. Leo Feist, Inc.
DEAR OLD ENGLAND
THAT REALLY WAS A LOVELY PLACE
FOR ME
TAKE A MAID

1911—**TWO LITTLE BRIDES**
Book and lyrics by Arthur Anderson, James T. Powers and Harold Atteridge and starring James T. Powers in a cast that included Lella Hughes, Flavia Arcaro and Frances Cameron.
SNOWDROPS AND THE SPRING
THE LETTER
BUZ ON LITTLE BUSY BEE
KISS ME AGAIN, BEBE
OH, HONORKA
ARE WE WIDOWS, WIVES OR WHAT?
SO AWAY WITH SORROW
I LIKE ALL THE GIRLS
WAITING FOR ME
SOMEHOW, SOMETIME, SOMEWHERE
A WALTZ WITHOUT A KISS
WHAT ABOUT IT?

ON THE STAND

Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

Tony Pastor

(Reviewed at the Cafe Rouge of the Hotel Statler, New York, March 16. Personal manager, Joe Shroeman. Band manager, Charlie Trotter. Road manager, Dan Gregory. Booked by General Artists Corporation.)

TRUMPETS: Robert Funk, Stanley R. Stout, Anthony Caruso, Stubby Pastor.
TROMBONES: Seymour Koenigsberg, Donald E. Davis, Robert Reisinger.
REEDS: Seymour Press, Al Francis, Anthony Martin, Jack Agee, Buddy James.
RHYTHM: Les Burness, piano; Archie Freedman, drums; Clarence Muller, bass.
VOCALS: Rosemary and Betty Ann Clooney, Buddy James, Stubby Pastor.
ARRANGER: Ralph Flanagan.
TENOR SAX, VOCALS AND LEADER: Tony Pastor

A veteran of over two decades experience in the music business, Tony Pastor knows exactly how to please his public.

A first-rate musician and one of the tastiest tenor saxists of our times, he maintains a high level of musicianship in his band. As a singer he is a gifted salesman, tho he has only a sound and no voice. And he surrounds himself with a fine brace of vocalists, with even the tootler ensemble singing in tune and in unison. Furthermore, he punches away whether there be five or 500 paying customers in the house.

Pastor has a sound band which serves up both dance music and entertainment simultaneously. His crew, tho it is musically modern, is founded mainly on singing—singing of all sorts by Pastor, novelty singing by brother Stubby Pastor, smooth ballad warbling by Rosemary Clooney, sharp harmonizing by Rosemary teamed with sister Betty Ann, balladeering by Buddy James and spritely ensemble singing from the entire organization. Virtually everything in the book calls for some kind of vocal. And the book has everything in it from some modest bop offerings thru clever novelties, current plug ditties, rumbas and standards to the lushest ballads.

A visit with the Pastor organization is a pleasure, and it is somewhat difficult to understand why this band isn't enjoying greater success. It has a big, deep sound—particularly when Pastor plays sax with his section to make it six strong—and a well-cleffed and imaginative book, thanks to Ralph Flanagan's pen. And the leader is always out front making friends with either his fine musicianship, his unique gravel-laced tenors or his genial personality. Pastor could easily become big news with a sock Columbia disk (and he has one going at the moment—It's a Cruel, Cruel World). Hal Webman.

Ray Anthony

(Reviewed at Frank Dailey's Meadowbrook, Cedar Grove, N. J., March 16. Personal manager, Fred Benson. Booked by General Artists Corporation.)

TRUMPETS: Fern Karon, Marty White, Al Derisi.
TROMBONES: Tom Oblak, Kenny Trimble, Kenny Schrudder, Eddy Butterfield.
REEDS: Earl Bergman, George Meizer, Billy Usselton, Lou Sadar, Leo Anthony.
RHYTHM: Dick Farrell, drums, Al Simi, Bass; Ed Egan, piano.
VOCALS: Dick Noel, Pat Baldwin, the Skyliners (Pat Baldwin, Ralph McGrew, Larry Marker, Joe Glock), Kenny Trimble.
ARRANGER: Charlie Shirley.
TRUMPET AND LEADER: Ray Anthony.

Ray Anthony's been knocking at the door that leads to the public purse for about three years. With several different-sized and different-

type bands, he never quite made it. And each time that he fell short of the mark, Anthony simply backed away from the scene, reinforced himself with some new ideas, worked doubly hard himself and got in there and pitched all over again. This fighting kind of band leader must crack thru for some dividends sooner or later and, judging from the performance of his newest crew this is it.

His new ork, now playing a second engagement at the Meadowbrook within the past 30 days, is a fresh-looking, well-disciplined, musicianly and hustling band. The stress is on music for dancing, be it bop instrumental or ballad, novelty or rhythm tune (types which are liberally spread thru the Anthony library, most of which today is the pen product of Charlie Shirley). There's no really unique musical sound in the band, but this is heavily compensated for by an extraordinarily good vocal corps, an ever-present sense of humor, fine presentation and the never-lagging beat for dancers. It all makes for a refreshing and satisfying brand of band offering.

Noel's Outstanding

Outstanding in the band is new singer, Dick Noel, who impresses with a strong bary voice which reminds one of the Billy Eckstine and Herb Jeffries school. He's likely to learn more about salesmanship and presentation with each succeeding Anthony work week. The ork also boasts an energetic and well-blended vocal group, the Skyliners, which adds much to the sparkle of the crew. Tramist Kenny Trimble turns in some amusing novelty and hillbilly vocal bits. Tho Anthony himself blows most of the instrumental solos, his crew has a couple of good "go" men in tenorist Billy Usselton and tramist Eddy Butterfield.

Anthony makes a vigorous front for the bapd. He'll do and has done most anything conceivable to win an audience. And he plays some pleasant trumpet, especially in the low registers.

The orkster just cut his first sides under a new Capitol Records contract, his biggest dishing break to date. He also reaps benefits from the behind-the-scenes hustle and bustle of personal manager Fred Benson. Hal Webman.

SONGWRITERS COMING UP!

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Chi Dealers Tackle Problems

Act Against "Floaters," Cut - Rating

Al Benson an Issue

By Johnny Sippel

CHICAGO, March 19.—Local record retailers in Chicago and its suburbs, faced with the combination of lagging sales and drastic price cutting, are banding together in regional orgs in a joint effort to remedy present conditions.

Dealers in Chi's South Side Negro district formed an association six weeks ago, with approximately 50 dealers enlisting in the membership after four meetings. Reps of the org told *The Billboard* that they are banding together for two reasons. Primary objective of the group is to drive from the field approximately 100 "floating record shops," which have come into the field during the past eight months.

Floating Outlets

These shops are merely the back counter of a barbershop or drug-store, where someone has set up several stacks of records. Established disk dealers report that these itinerant shops fold quickly and move often, but they are taking considerable business from veteran dealers. The South Side group met with 25 record distributors, both major and indie, last week, at which time reps of the labels said they would discontinue servicing these floating outlets.

Distributors were also asked to allocate disks so that each retailer would get a share of the supply. Group has found that a fast sleeper hit is often grabbed off in a 500 to 1,000 lot by a huge retailer, leaving no copies of the disk for other retailers.

Locks Horns With Benson

The South Side group also has locked horns with Al Benson, powerful Negro disk jockey, who airs daily over WJJD and WGES, Chicago. Benson, a terrific force in race record sales, operates and plugs his own shop at 40th and State Streets, which dealers contend is hurting their business because of the terrific coverage he gets on race listeners with his eight hours and 50 minutes daily, with one hour of that time on WJJD and the remainder on WGES.

The South Side district ops also contend that the one-third of a day Benson airs race platters has cut into sales because record fans have cut down their platter buying to listen to Benson's shows. Shop owners in the new org contend that Benson has a financial interest in Swingmaster label, a new Chi race label, and that he is overplugging his own disks to the detriment of other disks.

More Stores Planned

The group further maintains that Benson and his associate, McKie Fitzhugh, have said they will open more record shops on the South Side to dominate the retail market. Thursday (17) they sent wires to a number of distributors, it was learned, asking that no records be sold to a store opening at 4609 South Parkway. Investigation showed that this store was being set up by Fitzhugh.

Benson, when contacted, said he was not and had not been associated with any retail stores outside of his State Street record mart. He said he had offered to sell the retailers' org his store, but has had no takers. "I have not interfered with them (the retailers) and I don't want them in- (See Chi Dealers on page 46)

BILLBOARD BACKSTAGE

Some Inadequate Words About A Great Paper... and Good-By!

By Joe Csida

(Continued from page 3)

considered too completely prejudiced if I say that this is the greatest paper in the world. I obviously don't mean great in the sense that it has the biggest circulation in the world (tho it is by far the biggest in its field), nor that its writers are the finest (you're reading this, aren't you), and certainly not that it is put together as prettily as many, many another publication. I mean great in the sense that it has a heart and guts second to no paper I have seen in an adult lifetime spent exclusively and concentratedly in the publishing business. And I say that with all due respect to a number of other great (in this same sense) newspapers.

And tho the remark is somewhat of a publishing business cliché, I must add that newspapers are people. And it is from the individual hearts and minds and guts of the people who work on a paper that the paper gets its heart and guts. This paper had an uncommon share of those attributes the day its founder, W. H. Donaldson, put together the first issue in 1894 and retains them in good measure to this day. Sure there were times (and particularly during the late war) when a paralysis crept in, which slowed the heart, or an ulcer developed which tortured the guts. They were people, too. But they are long since gone. This is a healthy, wholesome, do-a-good-job-if-it-kills-us paper today, as it has been most of its life.

These Are the People

And it's that kind of paper because of E. Walter Evans, Larry Gatto and Bill Holt and Bill Sachs and his editorial guys, and Clarence Latscha and Bob Schueler and the advertising people, and Charlie Snyder and his composing room crew and Henry Kruse and his press room cohorts, and Bernie Bruns and the circulation department mob... all in Cincinnati. It's that kind of paper because of conscientious Maynard Reuter (with whom I rookied in New York) and his Chicago bunch. It's that kind of paper because of the spirit the old friar, Sam Abbott (another fellow-rookie out of New York) has developed in his West Coast group (Lee Zhito just received national recognition for his G. A. Richards stories from the American Newspaper Guild). It's that kind of paper because a guy like Frank B. Joerling, operating out of St. Louis, has helped more showpeople over more years than any other living human. It's that kind of paper because every guy on the New York staff takes a real pride (however deceptively casual) in his job, and his own piece of the paper's heart and guts.

And it's that kind of paper, finally, because of the people who run it. R. S. Littleford Sr. still takes a real and deep interest in *The Billboard's* development, and a finer gentleman I have never met. He has molded his two boys, Roger Jr. and Bill, the paper's co-publishers, into people with a rare understanding of human relationships. All of which makes them, we realize as we read this, sound rather unbearable. It masks the simple truth that they are a couple of regular guys, who are liked, admired and respected by every person on the paper. They are not guys you work for, but guys you work with.

Rog, as the aforementioned news story states, is taking over as editor in chief. To literally thousands of people in every phase of show busi-

ness, he needs no send-off from me. He has not, however, worked out of the New York office in recent years, so I'd like to tell all my New York friends that here is a guy they'll love.

To those friends in New York and everywhere else, in the music and record businesses, in radio, TV and legit, in night clubs and the outdoor show business and the coin machine and merchandise industries, I want to take this way of saying so long, and thanks for making these last 15 years unforgettable. All of them, I hope, will know how deeply I mean this. And that certainly goes for every man and woman on *The Billboard*. I'm proud to have been with it.

Carroll Exits Animal Label

CHICAGO, March 19.—Gene Carroll, WJMO, Cleveland, disk jockey, whose voice has become known to thousands on his fog-voiced kidisks for Animal Records, Cleveland concern, has parted company with Stapleton Industries, which owns the Animal label and will probably go with Columbia Records.

Carroll told *The Billboard* that he had severed his artists' pact with Animal label because of contractual difficulties. According to Carroll, his paper called for a split in the profits after the first six months of distribution. Carroll said he was told that the first four releases had made no money when he approached the firm and, therefore, he had no royalties coming. According to reports he received, Carroll said the disks topped the 100,000 mark for each release and if no profit was made it was because the platters got only regional distribution.

Carroll also said that recently Animal had released a record with his original animal impresoes on one side, with the other side being an imitation of his work by an unidentified person. The Carroll contract contained a clause, under which either party might sever the connection at the end of six months if dissatisfaction occurred.

Music Corporation of America has offered him to the four majors, with Columbia showing the most interest. Carroll, who originally was half of the Gene and Glenn team, does a disk jockey show on WJMO and a half-hour moppet show daily over WEWS-TV, Cleveland video outlet.

AFM, TV Execs In Pact Huddles

NEW YORK, March 19.—Execs of television networks Thursday (17) met with James C. Petrillo, president of the American Federation of Musicians (AFM), relative to a contract covering the use of musicians on TV. The session was exploratory, with another get-together likely to be held early next week.

The contract covering musicians has expired, as indicated in previous stories in *The Billboard*. The AFM now wants to bring the TV scale into closer alignment with standard broadcasting rates, in view of TV's additional circulation and income. The recently expired pact was an experimental one for a short term.

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Price Conspiracy Charged To 5 Waxers, 5 Distributors and 8 Dealers in Trust Suit

MINNEAPOLIS, March 19.—Five major record companies, two national disk distributors, three local distributors and eight Minneapolis record dealers were named defendants in three Federal Court suits filed here Friday (18) charging a conspiracy to fix prices in restraint of trade.

The actions were started by Duane R. Kuhn and Winnifred H. Johnston, operators of Studio Record Shop; Richard A. McGhan, owner of Arrow Radio and Record Shop, and Samuel R. Berg and Charles Karch, partners in the House of Records, all of Minneapolis.

\$200-a-Month Loss

The House of Records suit alleges the distributor defendants, acting for the manufacturers, "combined and conspired to fix the price of records" and "to prevent and restrain competition" by boycotting the House of Records. This has resulted in a business loss of \$200 a month since January, 1948, the complaint charges. Plaintiff asks judgment of \$7,500 plus costs and attorneys' fees.

The other suits, filed separately by Studio Record and Arrow Radio and Record, make identical allegations but charge they were subjected to losses often aggregating \$500 monthly.

H. of R. Defendants

Defendants in the House of Records case are Radio Corporation of America (RCA) and Columbia Broadcasting System (CBS), both of New York; F. C. Hayer Company, RCA Victor jobbers; Roycraft Company, Columbia distributors; Record Dealers, Inc.; Campus Record Shop, Century Record & Camera Sales, Inc.; Disc & Needle Company, Edina Record & Television Shop, Gabbert, Inc.; Don Leary's, Inc.; Melodee Record Shop, and McGowan's Music Company.

Defendants in the other suit are the same, plus the Decca Distributing Company, Capitol Records Distributing Company, Decca Records, Inc.; Capitol Records, Inc.; Loew's, Inc., all

Starr Masters To Crystalette

HOLLYWOOD, March 19.—Group of 20 platters etched by Kay Starr for defunct Lamplighter Records were sold at auction Monday (14) to C. W. Coleman, owner of Crystalette Records, Long Beach, Calif. Starr etchings were a portion of approximately 150 masters liquidated by the Los Angeles bankruptcy court to settle claims against Ted Yerxa's label. Coleman is understood to have paid \$2,250 for the entire works.

Starr sides were etched more than two years ago before the thrush zoomed to present prominence and inked disking pact with Capitol Records. Group of masters, which includes many standards, will be released on Crystalette, with first sides set for early marketing.

Other masters included single sides featuring jazz instrumentalists Red Callendar, Milt Raskin, Allan Reuss, Charley Ventura and Barney Kessel.

Shad Sales Chief Of Nat'l Records

NEW YORK, March 19. — Morty Shad has been named sales manager of National Records, replacing Hy Siegel, beginning Monday (21). Siegel, former Apollo Records prexy, had been with National about a month.

The waxery also announced the signing of warbler Earl Coleman to a term pact.

of New York, and Reinhard Bros. Company, of Minneapolis, MGM jobbers.

Treble damages are sought in each case for losses alleged to have been suffered under provision of the Sherman Anti-Trust Act. The actions will be set for trial in September.

Col. Gives Taps TV, Music Desk

HOLLYWOOD, March 19.—Jonie Taps, head of the Columbia Pictures music department, will add that studio's soon-to-be-formed television department to his chores. Taps revealed this to *The Billboard* when he was contacted at Palm Springs, Calif., to comment on reports he was quitting his Columbia music desk.

Taps denied rumors that he would bow from his studio post and said that his pact with Columbia still has two years to run. He added that during previous conferences with Harry Cohn, Columbia prexy, it was revealed that Columbia would soon form a television department and that Taps would be placed in charge of the department in addition to his present duties.

Apollo Signs Europe Distrib

NEW YORK, March 19.—Apollo Records last week closed a deal with Charles Delaunay, French jazz critic and impresario, to press and distribute eight selected Apollo masters in France, Switzerland and Belgium. The disks, which feature such artists as Dizzy Gillespie, Coleman Hawkins, Arnett Cobbs and Illinois Jacquet, will be issued on Delaunay's Jazz Selection label.

Apollo has recently made similar deals, covering larger portions of its catalog, with Levi of London and with Chuck Darwin, of the Canadian Monogram diskery.

Four sides cut by tunesmith Arthur Korb for his own Colonial label, a Boston company, were purchased by Apollo this week.

Chi Disk Distributors To Fight Industry Evils Thru Assn.

CHICAGO, March 19.—Local record distributors will attempt to correct certain evils in the platter industry thru a projected association, it has been learned. Jimmy Martin, prexy of the largest independent record distrib point here, has sent letters inviting 21 distributors to meet at the Sheraton Hotel Monday night (21).

When contacted, Martin said that he felt the current business lull and certain conditions which hamper distributors could be remedied thru concentrated effort of all local distrib points. Primary objectives of the meeting will be to iron out problems which are harassing local distributors. Disk reps will talk over methods to combat the practice of indie firms switching distributors locally without giving proper notice to either the old or new distributor.

Martin said that often an indie firm will switch distributors and not notify the new man that the old distrib has a large inventory of the label or inform the old distrib that he's taking on a new man. The fast switch leaves the indie in a top position, with the old and new distributors bucking each other

Aragon, Trianon Stay With MCA

CHICAGO, March 19.—Music Corporation of America's (MCA) hold on the Karzas ballrooms here, the Aragon and Trianon, appears safe for sometime, with the exception of a two-weeker by Jimmy Featherstone's ork, May 10-29. Featherstone is a General Artists Corporation (GAC) property. Spring schedule at the Trianon has Teddy Phillips for April 19-May 1; Blue Barron, May 2-9; Featherstone's stint, with Tommy Carlyn set for May 30.

Dick Jurgens returns to the Aragon after a year's absence April 17 for one month, followed by another four weeks in July. Jack Fina has already been booked for a month, starting October 19. Charlie Spivak is tentatively set for late May. Spivak's appearance at the Aragon would break the MCA string. The Victor trumpeter is also a GAC product.

Wash. Seeks Ork For Cherry Fest

WASHINGTON, March 19.—The Washington Board of Trade is negotiating with several name bands in an effort to sign one for the annual Cherry Blossom Festival here in early April, it was announced this week. Among orksters contacted have been Wayne King, Charlie Spivak, Tony Pastor, Vaughn Monroe and Sammy Kaye.


The band is to play at the festival's high spot, the Cherry Blossom Ball, set for the night of April 1. A local band is also to be engaged. Most prominently mentioned is Barney Breeskin's ork, now playing at the Shoreham Hotel's Blue Room.

Col. Signs Seven To Term Pacts

NEW YORK, March 19.—Columbia Records international department this week signed seven new artists to term pacts.

Frank Linhart's Bohemian ork, Eddie Gronet's Polish ork, Servo-Croatian singer Edo Lubich, Italian-Hebrew tenor Richard Monti, Israel composer Nachum Nardi and singer Martha Schlamme and Bill Scotti's Italian band were the artists inked by international topper, George Avakian.

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6. When We Walk By	12. Lovely To Love

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Chicago Dealers Mull Probelms, Fight Chiseling

(Continued from page 44)
 terfering with me," Benson declared. He said Swingmaster label is owned by Master Record Company, record pressing subsidiary of United Broadcasting Company, operated by Egmont Soderling. The label, he said, was called Swingmaster in his honor and Leonard Davis had already denied his connection and said the label was dedicated to Benson (*The Billboard*, January 15). Benson said he had no connection with the Fitzhugh shop. Fitzhugh has run one-nighters for Benson at the Savoy and Parkway ballrooms and also works at the Beige Room, a black and tan nitery which Benson took over three weeks ago.

The Negro shop owners' association was a brainchild of Jesse Isaacs, op of Isaac's Record Shop; Freddy Williams, op of Melody Lane Shop and Negro juke box king; Harry Rife, Met Music and Art Spiegel, Dal's Record Mart. Officers of the new association are Williams, prexy; E. J. Davis, Fashion Record Shop, v.-p.; Mrs. D. P. Fauntleroy, B-J Electric Shop, secretary, and Harry Rife, chairman of the board of directors. The new group has been meeting weekly in shops of the various members, but starting next week will rent a hall to accommodate the increasing membership.

The Record Retailers' Association (RRA), a group of approximately 25 South Side and Southwest record retailers who have been organized two years, got two more local chapters during the past six weeks. The RRA, which was formed to promote cooperative advertising and exchange sales aids and discuss joint problems, now includes a group on the North and Northwest side and a Western Chicago and Western suburbs group. The Northern adjunct of RRA was formed six weeks ago by Bob Jacobson, who operates two stores in Chi and Park Ridge, Ill., under the name, Globe Music, and Bill Anderson and Ed Nelson, who operate two stores on the Northwest side under the name, De Luxe Music. In several meetings, the North chapter of RRA picked up 30 members.

Reps of the Northwest group said that they formed the association because of the need for concerted effort in handling the microgrooved and the current wave of cut-price sales on the part of Loop retailers. The Northwest chapter recently held a meeting with reps of the major labels, asking them to take action to halt wholesale dumping of shellac platters on the market, with reps reporting that the majority of the dealers want to dump overstocked inventories and are in favor of it. Anderson has mailed questionnaires to Chi dealers, asking if they favor wholesale dumping and is asking retailers across the country to send him their opinions at his shop at 3921 W. North Avenue so the replies can be shown to major record distributors here.

The Western RRA org was organized, and is temporarily headed, by Mr. and Mrs. Emory Gates, who operate the Village Music Shop, Oak Park. In their first two meetings, general problems were discussed, with 13 members as the nucleus of the suburban org.

How They're Selling Them

(As advertised in the nation's press.)

Billboard staffers glean newspapers for radio-tele-phono advertisements from coast to coast. No results of sales as yet reported.

"FOR A LIMITED TIME ONLY," THE regular \$509.45 Emerson television-Phono-Radio is being offered at \$399.95 (installation and taxes extra). Eye-catcher reads "S-A-V-E \$109.50 at Phillip Levy & Co." Richmond.

MEMBERS OF THE ORIGINAL CAST are featured in the Capitol Record album adapted from the Walt Disney film, "So Dear to My Heart." Disks obtainable in both shellac and "virtually unbreakable" Superflex.—Capitol Records, Baltimore.

TELEVISION AERIAL OFFERED FREE with a Philco TV console. Head reads "Parkers and Philco smash television costs! Free home demonstration. Buyer is offered choice of an indoor or outdoor aerial. If indoor job is unsatisfactory, it can be exchanged, with installation of outdoor job not to exceed \$25 cost.—Parkers, Baltimore.

FULL PAGE AD TOUTING FOUR GENERAL Electric television models invites buyers to "benefit by our greater television experience." Store claims background of 28 years in electronics field. "Why experiment." Up to 21 months to pay.—Johnson Brothers, Baltimore.

"WAKE UP TO MUSIC" IS THE SLOGAN for the General Electric clock-radio that wakes you up automatically, and shuts off automatically. Two models illustrated, \$29.95 and \$34.95 (latter in ivory at \$36.95).—Leon Levi, Baltimore.

TWELVE NEW RELEASES OF CHILDREN'S classics from Mother Goose to Walt Disney's newest, are featured at 25 cents each. Little Golden Records (Simon & Schuster) in "new-type envelope" illustrated. Mail and phone orders filled on total of \$2.91 or more. Note specifies "price fixed by the manufacturer under the Feld-Crawford Act of New York."—Maey's, New York.

GENERAL ELECTRIC SALUTES WTVR. Opening of first Richmond TV station is the occasion for a distributor-sponsor ad, with 12 TV models (including combinations) illustrated. Coupon to be filled in will bring literature on any particular model and advise interested party the names of dealers in his city.—General Electric Supply Corporation, Richmond.

"PYRAMID YOUR TELEVISION PLEASURE" draws attention to the DuMont Colony model, now reduced to \$945, plus installation.—Tifford's, New York.

"PHILCO ALBUM LENGTH RECORD player" describes the long-playing attachment offered at \$15.95 on an "extra special offer." Saving of \$17.55 is claimed.—Harvey's Record Shop, Nashville.

PHILCO WIDE-SCREEN PICTURE REVOLUTIONIZES television values. Company ad shows actual size of the 61 square inch picture, now available at same price as earlier 52 square inch job. Console Model 1150, at \$349.50 (plus tax and installation).—Philco, New York.

FREE ANTENNA, 90 DAYS FREE SERVICE, one year guarantee also free to buyers of the Motorola TV portable. Terms as low as \$1.85 weekly. Two-speed automatic phono-radio-TV combo also illustrated. No prices. Double Vim-Motorola guarantee extended.—Vim, New York.

"SPECIAL VALUE" STRESSED IN AN exclusive sale of three-way phono-radio portables. Automatic changer handles standard and LP records. Appearance—"A handsome piece of luggage." Priced at \$75. Personal servicing service emphasized.—Grinnell's, Detroit.

"WHAT! NO TELEVISION IN YOUR modern home?" Ad copy asks, "What are you waiting for?" Claims reception is already perfected, future improvements will be in the quality of programs. RCA Victor table models pushed. Advises not to deny your family the greatest home entertainment the world has ever known.—Good Housekeeping Shops, Detroit.

MAGNAVON "AMERICAN MODERN" model installed within 24 hours. Illustration shows blond cabinet opened and closed; 80 square inch picture, two speakers, automatic playing of LP and conventional disks with single tone arm. Open Tuesday and Thursday 'til 9 p.m.—G. Schirmer, New York and Brooklyn stores, New York.

REGULAR \$139.50 SILVERTONE COMBINATION (no brand name mentioned) offered at a saving of \$200. Formerly \$499.50, now \$299.50. Plays LP disks. 18th Century cabinet style of rare African and Honduras mahogany (illustrated).—Knabe, New York.

LUXURY APPEAL IS STRESSED IN AD declaring, "Stromberg-Carlson television in your home is like a Cadillac in your garage."—Sun Radio, Washington.

TIE-IN WITH ST. PATRICK'S DAY IS featured in full-page ad featuring Emerson table model radios. Green color cuts of sets and occasional green print in message spark copy which stresses that Emersons are available in green plastic.—Kent's, Washington.

TWO-COLUMN SPREAD IS USED TO explain Columbia and Victor slow-spin records. Ad stresses that store carries both kinds as well as conventional 78 r.p.m. style which is "here to stay for a long, long time." Ad is headed, "Disc shop not 'record frantic'".—Disc Shop, Washington.

Bartok Tangle Ends Out of Ct.

NEW YORK, March 19.—The suit brought by Victor Bator and Julius G. Baron, executors for the late composer Bela Bartok, against Columbia Records and the Boosey Hawkes Pubbery was amicably settled out of court this week.

The litigation began when Bator and Baron brought suit against Columbia for waxing Bartok's *Third Piano Concerto*, alleging copyright infringement. Columbia interpleaded Boosey and Hawkes, who had issued the mechanical license for the recording, and the pubbery took over defense of the action.

As part of the settlement, the pubbery got renewal rights in all of Bartok's works plus rights to the previously unpublished *Viola Cello Concerto*. Arthur Fishbein represented Boosey and Hawkes in the action; Harold Mannheim appeared for the plaintiff.

SONG AND DANCE

(Continued from page 4)

tion the play of the season. Also there is Robert Morley's *Edward, My Son*, the rare example of a serious play being a hit on both sides of the Atlantic. Aldous Huxley's *The Gioconda Smile* is doing well, and Daphne Du Maurier's new play, *September Tide*, is a smash hit, with Gertrude Lawrence starring.

The special features of the season include Ruth Draper, who is as popular in England as everywhere; Sid Field, who has forsaken musicals for the time being and is conjuring up *Harvey*; *Charley's Aunt*, the perennial success, and a centennial Strindberg celebration with *The Father*.

The revival list is headed by Ibsen's *The Wild Duck*, considered by critics the best production in London, with Fay Compton, Anton Malbrook and Mai Zetterling, directed by Michael Benthal.

An outstanding artistic and social event of the season is the return of the Old Vic repertory company from Australia. Sir Laurence Olivier and Vivien Leigh star in three vehicles, Sheridan's *The School for Scandal*, *Richard III* and Jean Anouilh's *Antigone*, the same Katharine Cornell did on Broadway in 1946.

This, then, is the London theater set-up in mid-1948-1949 season.

VOX JOX

A National Accounting of Disk Jockey Activities

EASTERN BEAT . . . Lee and Lorraine Ellis, Mr. and Mrs. team at WSPR, Springfield, Mass., will vacation in New York City the last week in March. . . . Joe Girard, WCCC, Hartford, Conn., received honorable mention in the third annual retail radio program contest held by the National Retail Dry Goods Association for his "Kiddie Korner," which features stories for moppets plus platters. . . . Ed Weston, same station, has formed "Big Brother Bill's Children Club," operating in a downtown hall on Saturdays from 12:30 to 4:30. The club is a public service. Mothers park the tots there while shopping. Entertainment, supervised play and ice cream and cookies are part of the service, with two registered nurses in attendance. . . . Henry Stahl, formerly at WNOC, Norwich, Conn., has joined WHTT, Hartford. . . . Harry Lee, WBAB, Atlantic City, writes that a considerable commotion is being smoked up by the erection of a new 394-foot tower to replace the old 205-footer. "Staff is spending most of the time watching the crane in operation—we should have better broadcasting in more ways than one when the new tower is finally up," Lee tells us. . . . Dick Richmond has taken over the early "Morning Mirth" show at WLBR, Lebanon, Pa. The show runs 7:30 to 8:30 across the board, featuring "all the requests time will allow." . . . Bill Edwards's patter between platters at WJDA, Quincy, Mass., is earning him the sobriquet around Beantown of "the poor man's Garroway."

CHICAGO CHATTER . . . Buddy Black, of KCKN, Kansas City, Kan., has one of the longest d.j. shots, doing a four-hour show, "Saturday Night Date," each Saturday night from 7 to 11 p.m. Black does soft-shoe numbers with instrumentals to space the show. . . . Myron Barg, son of Irwin Barg, Robbins Music rep in Chi, doing shows on the new FM station here, WMOR. Studs Terkel will also do his "Wax Museum" on the outlet. . . . Bob Bodine, the Victor d.j. contact man in Chi, will start his own d.j. show over WIND April 4. A half-hour seg nightly, the Bodine show will be a co-operative effort, sponsored by Victor and 10 local dealers to plug the new 45-r.p.m. platters. Bodine was a recruiting service d.j. while in the service. . . . Al Benson, the free-lance Negro platter pundit, is now operating the Beige Room, South Side black and tan nitery. . . . Dave Garroway, the erudite jazz jock on WMAQ, recently featured two Ph.D.'s on his "11:60 Club." Dr. Richard Waterman, of Northwestern University, played records he produced on the Nigerian coast of South Africa to show the relation between jazz and rumba and aboriginal rhythms, while Marshall Stearns, who teaches Chaucer at Cornell, discussed jazz in general! (See VOX JOX on page 113)

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SEE PAGE 34

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OPS UNITE VS. ACTS' BIG PAY

Godfrey Unit No. 2 Folds, First May Too

Original Pkg. Revamped

NEW YORK, March 19.—The Arthur Godfrey unit, which closed at the Adams Theater, Newark, March 16, has given up, and the first unit which opened in Detroit, March 17, may also fold, setting back Arthur Godfrey talent scouts productions an estimated \$20,000.

The Godfrey original package was put together with acts guaranteed eight weeks out of 10. It worked two weeks at the Capitol with Godfrey, three in Chicago and is now doing a week in Detroit, or a total of six weeks. The Chicago and Detroit dates were headed by Colonel Stoopnagle. If it folds, Godfrey will have to pay off about \$10,000 for the two weeks left of the original contract. Some attempt is being made to hypo the package thru local talent contests.

Unit No. 2, which opened in Newark, N. J., admittedly played to poor business. Headed by Jack E. Leonard, the unit went in for \$8,500 against a 50-50. Acts in this unit had two-week contracts, with a series of options to be picked up at the end of the week. None of the contracts was picked up. Acts were told to "come to the office" for their money.

The total pay-off (both units sell for \$8,500 and cost about \$5,000) will therefore be about \$20,000 or 10G for each.

The failure of the Godfrey unit to do business in Newark has started the Adams management to mulling new ways to make a buck. Right now it has Tommy Dorsey and has Vaughn Monroe and Louis Prima booked to follow. It is not too optimistic on making up its losses and may decide to drop week stands entirely and instead go into a week-end straight vaude policy. The policy, however, has not been determined. It is still in the talking stage.

MCA Denies Fee Splitting

NEW YORK, March 19.—Music Corporation of America (MCA) flatly denied this week that it had abandoned its two-year-old policy of net deals on all acts and insisted that "any story that we split commissions is just not true."

An MCA topper who refused to have his name used described the claim of Joe Hiller, a Pittsburgh agent, that he got 5 per cent from MCA for booking MCA acts, "just nonsense." The exec added that MCA doesn't do business with Hiller, so the office isn't interested in his statements.

But while the agency was vehement in its statement that it still insisted upon and got a full 10, it also pointed out that where an exclusive booker, whose exclusivity was on file with American Guild of Variety Artists (AGVA), was concerned, the act booked could pay the booker his 5. In no circumstances, said MCA, would it split its 10.

Agents note that MCA's refusal to split means that cafe ops with exclusive bookers actually have to pay more for MCA acts. An act normally getting \$500, when bought thru MCA, gets \$525, or 5 per cent on top for the booker.

Mazeltov!

NEW YORK, March 19.—Jim and Beverly Paysee just finished working for Danny Davis's Roumanian Theater-Restaurant, Miami Beach. But because the spot uses only Yiddish talent, the Paysees were billed and advertised as Jake and Becky Pesoch.

Boston Mayfair Sold for 75G

NEW YORK, March 19.—The Mayfair, Boston, has been sold by Mickey Redstone, for, what he said, was \$75,000. Buyer is George Chipman.

The deal calls for a three-year lease, an annual rental of \$8,800 which includes the Mayfair furniture, fixtures and license. The amount of the initial payment wasn't disclosed.

The new owner is expected to convert the room into a spot using strips and other novelties.

Editorial

Where Are You Going, AGVA?

Last week the national board of American Guild of Variety Artists (AGVA) met for the first time in months. They sat, these officials from all over the country, thru a series of long, tiring and sometimes hectic sessions, lasting more than a week.

When it was all over they came up with some good things, insurance, organization of the outdoor field, new contracts, agreements on TV, assistance to those who want vaude back, better policing of the industry. In fact the board did quite a job.

But the board did quite a job last year, too. It presented a beautiful program that would help out the little actor. Resolutions on paper look very impressive. But resolutions without implementations mean nothing.

Right now members are asking how its executive secretary will do all these things he promised last year. They say they have enough of promises and pleas of "we gotta go easy, boys."

Members are wondering about some of these new changes in AGVA higher echelons. They point fingers and make charges. But all these charges and finger pointing can be successfully challenged if the boys running AGVA really get down and do the things the board was elected to do.

One way of not doing it is to make bombastic threats of resignations and walking out of meetings in high dudgeon. It may make for good exits but it makes for pretty bad leadership. Charges of inefficiency cannot be constantly covered up by name calling, or by back room deals to stifle the objectors.

AGVA can become a real actors union. It has its chance now. It may well be its last chance. If it doesn't make the most of it, the members will have no one to blame but themselves for putting into office little people who talk big and do little else.

Dow Drops 10% Bomb at Mt. Bookers' Scale Huddle

NEW YORK, March 19.—A bomb was set off in the dickering between mountain and resort bookers for new scales when Al Dow, booker and indie agent, came thru with a statement that he had been approached to book the mountains on a straight 10 per cent basis.

Dow said that spokesmen representing 51 hotels had asked him to take over from club bookers starting next week. While Dow refused to specify what hotels were involved, he admitted the "Big 21" were part of the talks. The "Big 21" consist of the major mountain hotels and includes the Concord, Grossingers, Nevele and others, spending close to \$1,000,000 a year for acts.

Dow said that with his 39 theaters in Upper New York and neighboring States, using split weeks, he can route acts between theaters and resorts, giving performers full weeks. He can, he says, do it for 10 per cent, a figure mountain bookers have long insisted they can't do business on.

"War Is Over" Is the Keynote As Move Starts in Midwest To Retrench and Save Necks

Plan Clearing House for Info on Talent Costs

NEW YORK, March 19.—Nitery operators in the Middle West faced with increased losses because of what they claim is the failure of talent to adjust salaries to present business conditions have decided to form a coalition to exchange notes on reducing prices on name acts. The movement will also include ops in the East, now being talked to.

Talks and letters have been exchanged by many ops for the past three months, seeking a way to stay in business and still make a buck. These have reached a stage where the ops now plan a central meeting

place to discuss mutual problems and see what arrangements they can make to keep down costs of talent, particularly name talent.

"Not Price Fixing"

Frank Barbaro, of the Bowery, Detroit; Sam Borsalino, of Cleveland; Lenny Littman and Jackie Heller, of Pittsburgh; Frank Palumbo and Mort Cassway, of Philly; Nick Constantino, of Youngstown, O., and a few other top Midwest ops have decided to get together and do something about the situation.

The problem, said one operator, centers around the constant demand of agents to get "my price" even tho the price was established during the war years and is not commensurate with present box-office values. "We need names to operate, yet we also feel if no other club pays the high price the act will be forced to work for less and everyone can make a buck," this man said.

Another op said the move wasn't intended to be a price fixing method, only a plan whereby all clubs in the group will know what business an act does and the facts surrounding exceptionally high or low grosses.

N. Y. Move a Flop

A similar move was discussed here some months ago, to involve New York clubs. While there was agreement among the club owners about the desirability of setting a price beyond which no op would go, the agreement fell apart when big names became available and competition determined the price.

Midwest ops say such a disagreement, while possible in their area, is not likely, because the clubs are in direct competition with each other.

Bayonne, N. J., Pic Houses Vie With Flesh Idea

NEW YORK, March 19.—Increased competition in the Bayonne, N. J., area has developed with the decision of the Warner chain to put flesh into its Dewitt Theater.

The move, say insiders, was a natural development of the Brandts going out of the local scene when they sold their Victory Theater to Murray and Edward Steinberg. Two brothers, who also own a straight grind house in Bayonne, have been able to get flickers. They believe they will also be able to get subsequents for their new house, the Victory.

But to keep in the competitive picture, the two brothers are continuing with a week-end vaude policy started some time ago when the theater was a Brandt house.

The Warner house, the Dewitt, not to be crowded out, also decided upon week-end flesh and starting next week will open with Desi Arnaz.

ference. If hotels buy their talent on a straight 10 per cent deal, it will practically wipe out club bookers who say they can't work for such a small figure.

Savannah Club, New York

(Thursday, March 10)

Capacity, 150. Shows at 10:30, 12:30 and 2:45. Operator, Joe Schiavone. Exclusive booker, Clarence Robinson; publicity, By Preston-Peggy Strohl. Estimated budget this show, \$3,600.

This is a lavish show—perhaps too lavish for this spot. In fact, the tiny floor with its 25 people on stage at one time gave the impression of ludicrousness rather than balance. Given the space and the proper spot, this latest Clarence Robinson production would look outstanding.

The biggest thing on the long bill is something called a Tahitian Pagan Love Dance which starts as a 12-girl production and segues into a savage, almost terrifying ritual number by Princess De Paur and Toulae, backed by two bongo beaters. The dance is a girl-boy affair but assumes sultry heights that were the acme of realism. The fact that both the girl and the boy are fine actors helped the make-believe. The Princess De Paur-Toulae combo is easily one of the most exciting acts seen in a long time. The question is, would the law go for it?

"New York's My Home"

Anything that followed was anticlimactic, and Pauline Bryant's exotic dancing was not strong enough. A biff-bang comic is the crying need for this spot.

The show opens with Gordon Jenkins' *New York's My Home*, with two girls on the mike, Roszetta Davis and Ruth Mason. Both girls show promise, the Miss Davis makes the better impression. Shotsie Davis did a competent Bette Davis take-off, tho it meant little. It is the stale bit that every Bette Davis impressionist goes for. To get better results it needs some comedy lines. The way it was done was straight drama.

Ida James, when first caught years ago at Cafe Society, gave excellent promise. Something has happened and the promise she gave wasn't attained. She used to have a delicate phrasing on ballads that used to be chilling to hear. She's now a stylist and only a so-so one at that. Her songs, novelties and one standard got tepid reactions.

Teddy Hale's hoofery was a combo of about everything possible to be done with feet and legs. His flying splits, double and triple taps, arabesques and leaps were sensational. He does a trick tap to a bop beat that might catch on in a bop spot as have bop scat vocals. Incidentally, the Lucille Dixon band, fronted by Miss Dixon on bass, does plenty of exciting things in the bop tempo. It has a beat, outstanding instrumentalists and for a six-piece outfit shapes up comparatively with the large orks with better reps. Manhattan Paul, a sharp dresser and a good looking guy, emceed with skill. Bill Smith.

Versailles, New York

(Wednesday, March 16)

Capacity, 300. Price policy, \$3.50-\$5 minimum. Operators, Nick Prounis and Arnold Rossfield. Booking, non-exclusive. Publicity, John O'Malley. Estimated budget this show, \$5,000.

If opening night crowds could be a yardstick (which they're not), Jean Sablon is in for a top money-drawing run. The customers lustily applauded everything he did, whether it was an English song or a French one.

Looking handsome in his Florida tan, Sablon opened with a kind of welcome song. From there on he built skillfully with a series of numbers identified with him, a calypso novelty and some ballads. Practically each number was either sung in French and English or had an English chatter intro that hyped its commercial value.

Sablon's well modulated phrasing,

NIGHT CLUB REVIEWS

Beverly Hills Country Club, Newport, Ky.

(Friday, March 18)

Capacity: 700; lounge, 100. Price policy: Dinner from \$2.50; drinks from 55 cents; minimum, \$2, except Saturday, \$3. Floorshows at 8 and 12:30. Operator, Beverly Hills Company; Sam Tucker, managing director; Sam Silverstein and Doty White, advertising and publicity; Buster Kelm, choreographer. Booker, Frank Sennes, Cleveland, exclusive. Estimated budget this show, \$6,500.

Sporting an enlarged Georgian entrance and foyer, a new four-abreast driveway approach, an enlarged parking lot to handle 500 cars and a new kitchen, Beverly Hills Country Club resumed Friday (18) after its usual 10-week winter hiatus. A three-quarter opening house saw a solid show headed by Sophie Tucker and including Park and Clifford; Matt Reilly, emcee; male dancers Phil Penzo and Bill Gameos, the Lindsay Lovelies (6) and the Deke Moffitt ork.

The Lindsay Lovelies snap the show away with a speedy swing routine and are followed by Matt Reilly, who gives with fair vocal tenoring on *Linger Awhile* and *Begin the Beguine*. Lad handles the emcee chores in so-so style, but should improve once he becomes acclimated to his new surroundings.

Park and Clifford, who formerly sold an excellent brand of acrobating packaged in tights, have graduated from the "dumb act" class and have come up with something vastly more commercial. Now attired in tails, the handsome lads open with a warble session on *No Business Like Showbiz*, with one of the lads even adding a few magic embellishments. From then on the lads swing on thru their difficult acrobatics while singing all the while. While the idea isn't exactly original with them, it is novel and makes not only for solid hands but hefty laughs as well. For the finish they take their cavortings from the floor to the top of a baby grand, which adds to the effectiveness. Bowed to a smash hand.

There's no sense in wearing out superlatives on Sophie Tucker. She's still tops of the old-school performers when it comes to selling. Always a huge favorite here, she had no trouble pushing over this opening crowd with her risqué and nostalgic lyrics. She stopped things colder than a herring and actually left 'em standing and hollering for more. The veteran Ted Shapiro gives his usual excellent support.

The Lindsay Lovelies, replacing the Kathryn Duffy Dancers, who were here the last five seasons, impressed firmly with their appearance, shapeliness and choreography. The girls scored in three well-dressed routines, with Phil Penzo and Bill Gameos, handsome and graceful lads, giving solid dance support.

Deke Moffitt's ork, back at the old stand, does its usual efficient job with the show music, and pleases the hoofing patrons, too. Bud Grover Trio is the cocktail lounge feature. Bill Sachs.

his resonance and a caressing voice made him an interesting performer for both the English and the French-speaking clientele. He came on about 10 p.m. and stayed on for almost an hour, and still the crowd wanted more.

The backing by Bob Grant's ork, his fiddle and a well-played accordion, helped Sablon immeasurably. Bill Smith.

Persian Room, Hotel Plaza, New York

(Thursday, March 17)

Capacity, 275. Price policy, \$1.50-\$2 cover. Owners, Hilton Chain. Booking policy: Merriell Abbott, exclusive. Publicity, Ed Seay. Estimated budget this show, \$4,000.

The chances are every performer across the country did a couple of things on the floor this night to commemorate St. Patrick's Day. Hildegard, a pretty good showman, also used the gimmick for all it was worth. She came on waving a green-ribboned shillelagh and made with a brogue supposedly typical of the Irish.

We have caught Hildegard time and again. And while we can't be numbered among her beloved admirers, the fact is she's box office here and that's what pays off. For example, her rose giveaway bit has now been expanded into a 30-minute routine, with the customers loving every bit of it. Jack, the headwaiter, probably has headaches as to whom to put ringside, a problem of protocol that makes his job one of the toughest in town. The incomparable Hildy bestows her roses by courtesy of the management—as she carefully explains—on her chosen dear, dear friends, all of whom were either at ringside or close to it. On night caught these were a railroad president, an ex-State department official, various columnists and other equally publicity-wise friends, all of whom were easily available to receive the flowers.

Green Carnations

It being St. Patrick's Day, the gimmick was extended to green carnations, with all Irishmen asked to announce themselves. This may not sound like much in print, but the way Hildegard handled it, it was sure-fire. Above it all there was her constant chatter, some insinuating, some mildly blue, but all of it getting terrific yocks. Such a comment as "Madam—and I mean it respectfully—you don't have to entertain me. Besides, you're not equipped," and her breaking in on some chatterboxes with "Excuse me, Madam, if I interrupt you," killed them.

Her set routine now pulls in Salvatore Gioe for some chit-chat and studied ad libs. Her songs include a couple of numbers by Norman Wallace, *Good-Bye to a Tender Story*; a novelty, *Nana*; a blatant flag waver, *Won-Won-Wonderful Country*, finishing with a grand finale built on *Three Blind Mice*. In between there are audience participation songs, some more novelties, schmaltzy ballads and the whole thing wrapped up into a commercial package that pulled sock mittin'.

Gioe's new ork (9) backed Hildegard expertly and Mark Monte's small group did its usual competent job for the dance sessions. Bill Smith.

AGVA Huddles

In Chi June 6-8

NEW YORK, March 19.—The American Guild of Variety Artists (AGVA) will hold its second annual convention in Chicago June 6-8. But unlike the previous conventions, delegates and those members eligible to vote will be limited to paid up members.

In the previous convention all members were given a period of grace. To be eligible to vote for delegates for this convention members will be required to be paid-up to February 1. Delegates will be apportioned on the following basis: Chicago, 6; Los Angeles, 6; San Francisco, 2; New York, 10; Baltimore, 1; Boston, 2; Buffalo, 2; Cincinnati, 1; Cleveland, 1; Columbus, 1; Dallas, 1; Denver, 1; Detroit, 1; Kansas City, 1; Miami, 1; Montreal, 1; Newark, 1; New Orleans, 1; Philadelphia, 2; Pittsburgh, 2; Providence, 1; Reading, 1; St. Louis, 1; San Francisco, 1.

Charley Foy's Supper Club, Sherman Oaks, Calif.

(Tuesday, March 15)

Capacity, 300. Price policy, no minimum, no cover. Owner-operator, Charley Foy. Shows at 9:30 and 11:30. Booking policy, non-exclusive. Publicity, Charlotte Rogers. Estimated budget this show, \$3,000. Estimated budget last show, \$2,000.

An overflow crowd turned out to inspect the redecorated Foy Supper Club and see a great performer—pantomimist Jimmy Savo. Nostalgic and consistently amusing, Savo's turn was a click, earning two callbacks. A strong supporting bill, featuring Johnny and George and augmented by the Foy regulars, rounded out a good show.

There is little new in Savo's routines, the pint-sized, whispering comic relying for the most part on his standards. *River Stay Way From My Door* and *Old Black Magic* clicked best, with the novelty, *I'm Married to a Strip Tease Dancer*, good for chuckles. Woven between songs are the panto routines, magic takeoffs and stories. He has showmanship and the ability to sense audience tastes.

Johnny and George, vocal-piano team, are making their umpteenth visit to Foy's, scoring as well as in the past. In the show caught, the lads were on too long, doing six diversified tunes. They are equally effective on novelties, jump tunes or ballads.

Remainder of the line-up features thrush Roberta Lee, oldster Billy Green and comic Sammy Wolf, with Foy spotted thruout in special routines and as emcee. His material is basically the same, altho spiced with new songs. Miss Lee continues to click with her lusty pipings. Green and Wolf are expert foils for Foy as well as yock pullers on their own.

Abbey Browne's combo cut the show and played for terping. Alan Fischler.

Follow-Up Review

BAGATELLE, NEW YORK: Jack Prince, a Miami importation, has the makings of a comic who might some day mean a buck to his backers and himself. A fat guy with a solid pair of pipes, the lad impressed with baritone and tenor shadings that drew big hands time and again.

But it isn't as a singer that Prince has potentials; it is in comedy. He has a pliable mug that he twists now and then into very amusing takes and a feeling for comedy that needs developing. On night caught (16) he threw a couple of "borrowed" lines at the audience and got howls. What he needs now is material that can be geared to his voice before he can start to build.

The club here has a buy on Prince and he's already attracting business thru word-of-mouth talk. Given the proper material, the lad should build for repeat business if handled properly.

Dorothy Ross, who goes with the lease here, still fractures them with her blue songs and audience heckling bits. It's amazing what the gal can get out of a line. She bounces it around, gets the customers into it and winds up with a yock time and again, even when the line itself isn't funny. Bill Smith.

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Bermuda New Yank Act Mart

(Continued from page 4)
 ZBM's airwaves, as well as thru advertising in the local papers.

Counts on Natives
 Wilmot is certain the concerts will pay off in a big way, not particularly as a lure for the tourists, but as solid entertainment for the natives. The latter see plenty of American movies in the island's picture houses and catch up with most of the bands and singers from the States via ZBM's platter playing, but virtually none of them has ever seen American attractions work in person.

And while few of the natives make fabulous salaries there is virtually no unemployment on the islands. Wilmot reasons that Bermudians earn enough and are starved enough for solid States-side entertainment to assure any in-person appearance by a competent artist of a good reception at the box office.

Nice Vacation, Anyway
 From the performer's viewpoint, while he may not be able to come back home with a week's pay equal to what he could get in the United States, he will be getting himself a vacation in a really fine place for it. And a couple of bucks in cash plus paid transportation and hotel won't add up to too bad a total. American booking offices have already been contacted and are receptive to the idea.

Entertainment on the islands at present consists simply of the bands at the leading hotels, plus a couple of so-called night clubs. Paul Spear, for example, who has worked the St. Regis, New York; the Drake, Chicago; the Statler, Detroit, the Mark Hopkins, San Francisco, and other top State-side spots, supplies society-styled rhythms with a seven-man outfit in the Silver Grill at the Hotel Bermudian, a Hilton operation. At the other Hilton hostelry, the St. George, Sidney Bean and a calypso group play Tuesdays and Thursdays, while Freddie Matthews and his band work Wednesdays, Fridays and Saturdays. Eric Winston and his British Broadcasting Corporation work play at the Princess Hotel, which, incidentally, is operated by Billy Butlin, well-known English amusement industry figure. The Belmont Manor has Alexander Haas and His BM Orchestra, while the Sidney Foster band handles the musical chores at the Elbow Beach Surf Club. Chick Bernaró and His Hawaiian Serenaders play the Somers Inn Hotel in St. George, and the Al Harris Calypso Quartet is the attraction at Angel's Grotto, which probably is the island's top nitery. The hottest attraction on the islands at the moment is the Talbot Brothers, who work all the top hotels on the islands, filling in on the off-nights of the regular bands (see separate story in Music Department).

Pontillo Re-Elected
 HARTFORD, Conn., March 19.—Charles Pontillo has been re-elected president of the Vaudeville Artists' Association of Connecticut for his fifth term. Other officers are Donna Christie, vice-president, and Arthur Chouinard, secretary-treasurer.

IN SHORT

New York:

Eric Thorsen goes back to the Pierre, April 26. . . . Don Richards, of "Along Fifth Avenue," which incidentally is having cast trouble, will head up the Capitol show, April 21. . . . A local agent's going around nursing a grouch and a rubber \$30 check. He was romancing a guy who said he bought a New York club and had promised booking privileges to the agent. Later he asked the agent to cash a check.

Vic Damone will leave radio, personal appearances and records until he gets a nose job. He's buying his contract back from Lou Capone. . . . Al Herman, of the May Johnson office now books six New York spots. . . . Tony Martin opens for Harry Altman's Town Casino, Buffalo, April 11. . . . Page Morton starts at the Tic-Toc, Montreal, March 25, then goes to the King Edward Hotel, Toronto.

Blue Angel starts a Sunday night new faces policy, April 3, with agents asked to bring in acts. No amateurs wanted. . . . Bob Weitman has been made head of Paramount's Southern and Philadelphia theater area. Bob Shapiro is the new manager of the Paramount. . . . Stanley Melba has a wire from the Pierre nightly.

Al Wilson and Max Tishman are new partners. . . . Jackie Bright's going to work in England, starting next September. . . . Ann Scott, current at the Biltmore, came in via Canada and Scotland. . . . Fox and Hounds, Boston, folded. It will become a secretarial school. . . . Jack Walsh, manager of the Flamingo Resort Hotel, is one of six new directors elected by the Las Vegas Chamber of Commerce last week. William J. Moore, of the Hotel Last Frontier, was re-elected a director.

Dorothy Donegan is due next at Cafe Society. Al Herman (May Johnson's office) takes over booking the room thereafter. . . . Irving Pall Trio flew in from Canada to do a Sunday night show at Leon and Eddie's. The result was three offers, with the Latin Casino coming up with \$1,000. . . . Henny Youngman's club date jobs are raising hell with the Morris office, which books him for theaters without knowing he's signed to work other spots.

Many local spots are changing or dropping press agents. . . . Eddie Elkort is in Miami and Maurice Lapew's in Montreal for MCA. . . . Benny Rubin's option at the Diamond Horseshoe was picked up. . . . Jane Froman's set for the Riviera, Jackie Miles for the Copa. . . . Martha Raye will start at the Carnival, Minneapolis, March 31, and then work her way East to the Philly Latin Casino.

Here and There:

Liberace, currently headlining at the Mocambo, Hollywood, returned to the Flame Room of the Radisson Hotel, Minneapolis, March 10. . . . Asia Boys, Chinese acro act from the Ringling show, are at Weber's Hofbrau, Camden, N. J. . . . 3 Bees and a Queen, featuring comedienne Treasure Ford, are now in their 16th week at the Mardi Gras, Oakland, Calif., and inked to continue there until April 1.

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NATURALLY — NEW BUSINESS WELCOME

Chicago, Chicago

(Friday, March 18)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Four shows weekdays; five shows week-ends. House booker, Harry Levine. Show played by Louis Basil's house ork.

House can expect substantial business with this three weeker—a solid vaude bill coupled with the pic, *Whispering Smith*. Bill opens with Louis Basil's house ork doing a short jump specialty.

Martells and Mignon worked their standard adagio turn, with the tiny, lissome gal and the three males nabbing mits consistently. The boys' one-handed catches of Mignon are breath-takers and pulled fine hands.

Georgie Kaye needs a punchy two-minute opener, for his bad start caused interest to wane until he did five minutes of meatier stuff. He warmed up pewsitters with his sharp dialog on cab drivers, and his psychiatrist bit got top response. His encore, built around French imitators doing Yank names, didn't hit.

The Peiro Brothers offer a new approach to juggling. Just arrived from Argentina, the boys offer a new gimmick—two bamboo sticks to juggle felt hats and light wooden bats. Their work won top mitting. Their juggling also is different. Instead of the usual Indian club routine, they throw hats to each other's heads while keeping the clubs in motion.

Tony Martin gains more eclat with each local stop. The Victor troubador has enchanced his work with the natural mannerisms which typifies headliners. He comes close to Harry Richman when he dons a straw topper and flourishes a cane for an impressive *Waiting for the Robert E. Lee*. The smooth movements do much to put over his piping of five tunes, with his rendition of *Comme Ci, Comme Ca*, a recent release, looking like a top platter for him.

Johnny Sippel.

Rio Takes Over As AGVA Coast Regional Chief

HOLLYWOOD, March 19.—Eddie Rio took over as West Coast regional director of American Guild of Variety Artists (AGVA) Wednesday (16), replacing Florine Bale, who will be transferred to AGVA's national headquarters. Rio's appointment was disclosed at the regular monthly membership meeting, with a record turnout of over 300 members present.

Announcement of the local shake-up caught the membership off guard and brought a heated flurry from the floor. The fact that Miss Bale did not attend the meeting made Rio's position strained at first and required considerable explanation before the membership accepted the change. Except for a few members who had learned of the shift by snagging air-flown copies of *The Billboard* (March 19), the move was completely unexpected.

Strongest resentment at the manner in which the change was made came from Jean Arthur, local board member. She declared that she was "very surprised and a little hurt" in the way the change was handled.

Rio took the floor to explain that the change was made by the national board and he had accepted his job with the hope of helping the cause.

VAUDEVILLE REVIEWS

Roxy, New York

(Tuesday, March 15)

Capacity, 6,000. Prices, 80 cents-\$1.50. Five shows daily. House booker, Sam Rauch. Show played by Paul Ash's house band.

The opening production takes its cue from the theme of the flicker, *Mother Is a Freshman*, and is full of college football fight songs and cheer leaders, has lots of life, good pacing and segues easily into the ice show, which in turn is keyed to the rah-rah motif.

But if the first part of the show moves with skill, very little can be said for the latter half. In that one the headlining chores are shared by Phil Baker and Cab Calloway.

Phil Baker has apparently been away from theater audiences too long. His timing was way off when caught, and the kind of gags that may have killed them on radio just lay there gasping when pulled here. His basic formula was his old vaude act. He works with the accordion while a stooge out front, Stubby Kaye in this instance, makes with the heckles and later stands up to do a song a la old-time song plugger. Kaye did rather well and got giggles. Baker was just there filling time.

There was a little lift when Marion Harris Jr. came on to do the song made famous by her mother years ago, *Did You Mean It?* Miss Harris is a comely lady with a good voice. When she was let alone she did well. When Baker helped her with tired comedy lines, they both looked bad.

In the closing spot, Cab Calloway tried to get some life into the show with his *Little Bird Told Me*, then a doleful *Sunday in Savannah* followed by *Calloway's Boogie*. Working in front of his own musical quartet, Calloway went thru his standard shouters. But even his *Minnie the Moocher* found little response. What animation there was in this act came from the house line that came out for the *Boogie* number.

In between the ice show and the vaude bill, the house put on the Goetschis, three boys who did some exceptional bicycle and unicycle work. The lads use a globe of the world as a prop; have a banked frame around it leading to a ramp, and do a daredevil bicycle dash down the ramp. They also do two-and-three-man high stands on a unicycle with a skill that makes them an outstanding sight act.

In the ice show the McKellen Brothers do a series of novelty acros on skates that should ordinarily be good for handsome returns. Their comedy bits were particularly good. But with the thin house out front they just slugged away to meager results.

Joan Hyldoft did her usual capable skating job backed by an ice ballet and four boys to round out the production.

Bill Smith.

Irving Mazzei, local paid field representative, took over to say that it was the will of the membership (thru elected delegates) to effect a shift in Coast administration, hence members should stand behind Rio. Members gave Rio a vote of confidence and pledge of co-operation, and Rio promised to work for the actor and help improve conditions.

Miss Bale will remain here several weeks to help Rio.

RKO Albee, Cincinnati

(Friday, March 18)

Capacity, 3,200 seats. Prices, 50, 65 and 85 cents. Four shows daily; five on week-ends. House booker, Dan Friendly. Shows played by band on bill.

Frankie Carle ork and the Mills Brothers combine to give the house a potent entertainment buy.

With Carle, it's the polished pianistics of a rhythm master, backed by a smartly turned-out musical combo that accomplishes its chores expertly. His easy, precisionistic fingering of the Steinway jam packs even the most simple of tunes with enchantment. Outstanding were his punctilious keyboarding on his *Roses in Rhythm* album, including *Roses of Picardy*, *Honeysuckle Rose* and *Rose Room*, and it garnered hefty mits. His *Carle Boogie*, with sock musical backgrounding by the band, proved a solid closer.

Sage tune selections by the maestro flows over into the entire combo, whose style provides plenty of room for its boy and girl chirpers and a mixed quartet's offering. Marjorie Hughes, attractively garbed in a slinky white gown, boasts pipes and stylized tonsiling to match. Her nostalgic *Someone Like You*, augmented by a *Chick With a Band* jumper and crack duet with Don Boyd on *I Think of You*, were ear as well as eye appealers and registered with pew sitters.

Bob Locker handles the romantic ballads well and scored easily with ace barying of *A Slow Boat to China*, followed by *If You Were the Only Girl*, which was his best. A *Cruising Down the River* by the band, Miss Hughes and the mixed quartet sent the show off hopping, but an *Alabama Bound*, altho boasting sock musicianship, left much to be desired from a comedy angle.

The Mills Brothers, packing the same solid showmanship and presentation style, ran thru a half dozen of their top recordings, including nifties like *Paper Doll*, *Till Then*, *Gloria* and *You Always Hurt the One You Love*, with each getting the boys' solid jump treatment. Won terrific palms and left their audience vulnerable to a smash encore on *Confess* and *Lazy River*.

Benson and Mann, comedy duo, grabbed chuckles at the outset with some magic fluffs that set the stage

New York:

Openers Hike B. O. to 370G; Roxy 87, Para 70; MH 127

NEW YORK, March 19. — Stem vaude-flesh houses improved their grosses last week to a five-house total of \$370,000, as against the previous week's gross of \$347,000. The increase was the result of two new shows which bowed in last week at the Radio City Music Hall and Roxy.

Radio City Music Hall (6,200 seats; average \$115,000) went up to \$127,000 the first seven days with Patricia Bowman, Paul Haakon, Paul Sydel and *Little Women*.

Paramount (3,654 seats; average \$76,000) had a very poor \$70,000 gross the first stanza with the King Cole Trio, Elliot Lawrence's band, Larry Storch and *Alias Nick Beal*.

Roxy (6,000 seats; average \$89,000) cleared a fair \$87,000 the first week with its new show. The bill consists of Phil Baker, Cab Calloway and His Cabaleers, Marion Harris Jr., Stubby Kaye, the Goetschis and *Mother Was a Freshman*.

Capitol (4,627 seats; average \$66,000) went way down to \$41,000 the second week with Harvey Stone, Sammy Kaye and his "So You Want To Lead a Band" and *Three Godfathers*. The opener chalked up a mere \$64,000 gross.

Strand (2,700 seats; average \$45,-

Oriental Chicago

(Thursday, March 17)

Capacity: 3,200. Four shows daily; five shows week-ends. House booker, Charley Hogan. Show played by Carl Sands's house ork.

Current show got off to a good start with producer Will Harris and orkster Carl Sands combining their talents to segue from the movie, *Mother Was a Freshman*, into a college medley done against a rah-rah backdrop and ending with the baton-twirling of Ted and Flo Vallette. The Vallettes pulled mits. While the boy does the nifties, the gal does standard twirling while tumbling.

Nellie Lutchter still suffers from the mike difficulties which hampered her at the Hotel Sherman a year ago. The Capitol platter Miss sells records because of her stylized lyricizing. The mike here doesn't pick up the real Lutchter. She's added a drummer and bassman, and the trio rocks, getting a fine effect musically. Despite the mike flaw, she put over to good hands a sextet of her recorded numbers, with *Fine Brown Frame* and *Gone Guy* top mitted items.

Diminutive Joey Reardon walked off with top response in his first vaude stint locally in years. A pocket edition of Jimmy Cagney, Reardon has substantial song material and good gags, but it's his dynamic delivery that sends 'em. He mixed his material well, doing an auto horn bit and his Cagney closer for best hands.

Charley Venturo's boptet got ardent response. The group (three rhythm, trumpet, trombone, baritone and tenor with pianist Roy Kral and chirp Jackie Cain) swings lustily from start to finish, with the harmony between Kral, Miss Cain and Venturo's tenor the standout item. Venturo should introduce each number and members of the ork to vary the pace and also explain to the squares what's going on. At the show caught, he mumbled incoherently on two occasions.

Johnny Sippel.

for them to get in their best licks with pseudo impressions, a slick soft-shoer and a *Prisoner of Love* throating by Benson that went over impressively. Lads work slowly but effectively.

Pic, *The Clay Pigeon*.

Bob Doecker.

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 Nelthers.....Hal Green
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 Joe.....A. L. Dreblblatt
 Meckel.....Jack Bittner
 Johnny Casey at 5.....Rex Thompson
 Villard.....James Walsh
 Johnny's Father.....Howard Blaine
 Johnny's Mother.....Rosalind Wickander
 Mary Smith.....Anne Ceravolo
 Cathie Benton.....Sara Farwell
 Johnny Casey.....Al Henderson
 Baseball Announcer.....Collin Craig
 Assistant Announcer.....Hal Green
 Reporter.....Howard Blaine
 Johnny Junior.....Charles Brill
 Higgins.....Frank Aletter
 Bartender.....A. L. Dreblblatt
 Batter.....Sol Horowitz
 Stark, an Umpire.....Phillip Resnick
 Shandy, a Catcher.....Joe Spallina
 Boy.....Vinton Hayworth

For some reason or other baseball and theater don't mix. Or to qualify the statement, perhaps it is rather that no playwright has come along able to background a successful play with the national pastime. Franklin Irving, a member of the New School's professional playwrights seminar, has come up with nothing better than any predecessor with *Johnny Casey*, and the alumni group of the Dramatic Workshop cannot make much more out of it than a kaleidoscopic bore.

For a dozen scenes—not including a prolog and an epilog—Irving asks an audience to consider the loss and regaining of the ideals of a not-too-bright ball player, named Casey. Likely, these matters are completely clear to the author. But in the manner in which Director John Reich brings them to life, they emerge as a muddled, confusing mixture of fantasy and reality which often make for chuckles in the wrong places. It is easy to see why *Casey* could interest the Workshop group. It offers a variety of bits for a lot of earnest actors and opportunities for some sharp characterizations. But like many others of its kind, it is better studio than audience fare.

On the credit side of the ledger, the players—practically all of whom have had considerable Broadway and road experience since graduation—go at it with sincerity and courage. In general, it is individual achievement, since scant help comes to them via the staging. However, the latter comment may be somewhat unfair, as no director can hope to make even a part of a ball game credible on a stage.

Good Casting

Al Henderson plays the bemused hero as creditably as such a confused part permits, and both Sara Farwell and Anne Ceravolo have their opportunities for good scenes as the women in his life. Robert McGrane gives a good account of himself as the baseball magnate who seems to represent compromise with actualities. But the outstanding contributions to the proceedings stem from Jack Bittner and James Walsh as hard-boiled (See *JOHNNY CASEY* on page 52)

ELT Completes Casts For Four of 10 Plays

NEW YORK, March 19.—Casting has been completed for the first four of the 10 presentations which the Equity Library Theater (ELT) skeds for its spring season. The remaining six are tentatively selected, but cannot be announced until playing rights have been obtained.

ELT revivals of *Merchant of Venice* and *Lady From the Sea* sked a rehearsal start next week. Dion Boucicault's oldie, *Life in Louisiana*, *Octoroon*, and *King John* will get under way before the end of the month. All are slated for April unveilings.

Detroit Operettas' Record Gross 472G

DETROIT, March 19.—The Detroit Civic Light Opera has closed its sixth season at the Masonic Temple Auditorium with a new record of \$472,000 gross. The figure represented 241,000 individual admissions in 10 weeks and was 20 per cent head of the previous record, \$392,000, set in 1947. The figure in 1948 was somewhat under \$385,000.

The 1949 season was moved ahead six weeks, opening December 25, in order to avoid the slump that the Lenten season has usually meant toward the close of the 10 weeks. Admissions were also raised slightly this year, to a \$4.20 top, with prices starting at 90 cents.

Carmen Jones, which closed the season, hit a high of \$64,000 for a single week, said by Manager Barrie O'Daniels to be an all-time record. This production proved a real sleeper, with advance sales running below normal and discounted by the management at the opening as only a fair week, in view of the absence of star names. The pick-up started with the opening, and by the third night the hall, seating 4,428, was selling standing room.

Second high of the season was rung up by Kenny Baker in *The Great Waltz*, \$62,000, followed by the opener, *Irma Petrina*, in *Song of Norway*, \$60,000, and *The Firefly*, with Allan Jones, \$55,000.

Low grosser was Wilbur Evans in *Connecticut Yankee*, which did \$33,000.

Other grosses of the 10 weeks were *Red Mill*, *Dorothy Stone* and *Charles* (See *Detroit Operettas'* on page 52)



BROADWAY SHOWLOG

Performances Thru March 19, 1949

Dramas

	Opened	Perfs.
<i>Anne of a Thousand Days</i> (Shubert)	12-5, '48	118
<i>A Streetcar Named Desire</i> (Barrymore)	12-5, '47	511
<i>At War With the Army</i> (Booth)	3-8, '49	14
<i>Big Knife, The</i> (National)	2-24, '49	28
<i>Born Yesterday</i> (Henry Miller)	2-4, '46	1,312
<i>City of Kings</i> (Blackfriars Guild)	2-17, '49	51
<i>Death of a Salesman</i> (Morosco)	2-10, '49	44
<i>Diamond Lil</i> (Coronet)	2-5, '49	40
<i>Edward, My Son</i> (Martin Beck)	9-29, '48	196
<i>Goodbye My Fancy</i> (Fulton)	11-17, '48	141
<i>Life With Mother</i> (Empire)	10-28, '48	173
<i>Light Up the Sky</i> (Royale)	11-18, '48	140
<i>Madwoman of Chaillet</i> (Belasco)	12-27, '48	96
<i>Mister Roberts</i> (Alvin)	2-13, '48	456
<i>Private Lives</i> (Plymouth)	10-4, '48	193
<i>Silver Whistle, The</i> (Biltmore)	11-4, '48	135
<i>They Knew What They Wanted</i> (Music Box)	2-16, '49	37
<i>Two Blind Mice</i> (Cort)	3-2, '49	21

Musicals

<i>All for Love</i> (Mark Hellinger)	1-22, '49	65
<i>Along Fifth Avenue</i> (Imperial)	1-13, '49	76
<i>As the Girls Go</i> (Winter Garden)	11-13, '49	145
<i>High Button Shoes</i> (Broadway)	10-9, '47	604
<i>Kiss Me, Kate</i> (Century)	12-30, '48	90
<i>Lend an Ear</i> (Broadhurst)	12-10, '48	108
<i>Love Life</i> (46th Street)	10-7, '48	188
<i>Where's Charley?</i> (St. James)	10-11, '48	184

ICE SHOWS

<i>Howdy, Mr. Ice</i> (Center)	6-22, '48	257
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COMING UP

(Week of March 21, 1949)		
<i>Detective Story</i> (Hudson)	3-23, '49	

OUT-OF-TOWN OPENINGS

THE IVY GREEN

(Opened Monday, March 14)

PLYMOUTH THEATER, BOSTON

Play by Mervyn Nelson. Staged by Roy Hargrave. Scenery and costumes by Stewart Chaney. Incidental music by Andre Singer. General manager, Harold Kusell. Press representative, Sol Jacobson. Stage manager, William G. Johnson. Presented by Hall Shelton.

Mary Hogarth.....Joy Reese
 Martha Tripham.....Ruth White
 Daniel Maclise.....Oliver Cliff
 Baroness Angela Burdette-Coutts.....Neva Patterson
 John Dickens.....Ernest Cossart
 John Forster.....Hurd Hatfield
 Charles Dickens.....Daniel O'Herlihy
 Catherine Dickens.....Judith Evelyn
 Georgina Hogarth.....Carmen Mathews
 Maria Beadnell.....Leta Bonyne
 Martin.....Barnard Hughes
 Harriet.....Mary Lou Taylor
 Ellen Ternan.....June Dayton
 Charles Dickens Jr.....Don White

Mervyn Nelson, who has been both a writer and performer of nitery entertainment, has turned his scripting efforts to serious theater. In *The Ivy Green* he has turned out a literate drama based on the life and loves of Charles Dickens.

Nelson's play is neatly built, his story is authentic, altho some biographical details are rearranged to suit dramatic purpose. It is episodic, but smooth in progression. Only fleetingly is the author successful in making Dickens appear convincing as a great writer. And this is the point on which some Dickensians may condemn it. Nelson, on the other hand, is quite successful in showing his hero as a confused man who had little understanding of his own impulses and creations. Whatever its faults, the play held a capacity opening night audience intent and quiet thruout.

Characters Well Drawn

Aside from Dickens' campaigns against 19th century injustices to the working classes, and his sentimental expressions of sympathy for the underprivileged, the strong point of his work lay in his delineation of character. Even his journalistic caricatures did not spoil the pictures of the people he painted. The same gift for vivid character portrayal marks Nelson's play.

The plot is confined to the last 30 years of Dickens' life, when his works were universally read and acclaimed and he was wealthy, successful and adored. Dickens' loves furnish the threads which tie the play together. They are treated not so much as affairs as necessities to his life and work. For here was a man who could love his plain, long-suffering wife, saddle her with 10 children while he dallied with her sisters, then turned her out for a cheap little actress, while still retaining one sister to look after his house. Dickens must have been either a thoro-going stinker or else a man who had no understanding of his creative gifts, nor of the impulses which drove him in his later years to younger, brighter women than his good, tho dim wife.

Nelson is not quite successful in explaining this. His judgment is only implied and the audience must make its own choice. But he is quite clear (See *THE IVY GREEN* on page 52)

Equity Makes Swire 2d Asst. Exec Sec

NEW YORK, March 19.—Equity council, at its meeting Tuesday (15), confirmed appointment of Willard Swire as second assistant executive secretary. Swire has been executive assistant to Angus Duncan, over the period that the latter served as acting exec sec.

The recent appointment of Louis Simon to the top exec slot made the clarification of job status necessary. The line-up now stands: Louis Simon, executive secretary; Angus Duncan, assistant executive secretary; Willard Swire, second assistant secretary, and E. Alfred Elting, assistant administrative secretary.

MR. ADAM

(Opened Monday, March 14)

CURRAN THEATER, SAN FRANCISCO

A comedy by Jack Kirkland. Based on the novel by Pat Frank. Directed by Jack Kirkland. Settings by Phil Raiguel. Company manager, Maurice Costello. Press representative, Maurice Turet. Stage Manager, Forrest Taylor Jr. Assistant Stage manager, John James.

Mrs. Brundage.....Essie Laird
 Mary Ellen Adam.....Elizabeth Fraser
 Homer Adam.....Robert Hutton
 Steve Smith.....Frank Albertson
 Joe.....George Eamsey
 Col. Phelps-Smythe.....Howard Freeman
 Sgt. Carlson.....John James
 Sgt. Donetti.....Robert Gray
 Nate Gableman.....Ted Cohen
 Percy Klutz.....Emory Parnell
 Jane Zitter.....Maxine Semon
 Obadiah Latch.....Oliver Blake

About the best thing anyone can say for *Mr. Adam* is that it is mildly entertaining. Director Jack Kirkland made the play material from the funny Pat Frank novel, authoring the piece into a drawing room comedy which somehow fails to hit the mark. While here and there some amusing lines and situations occur, these are mainly of the low-burlesque type which is the story's potential—just one male left to father the future generations.

Adam is a phantasy dealing with an explosion of some future nuclear fissure plant which causes sterility in all but one man in the world. Kirkland has improvised on Frank's provocative theme, but it is a heavy-handed processing of an idea which he has allowed to sag woefully in parts.

The acting by the two principals can be called adequate. Hollywood's Robert Hutton was a believable Adam, and Elizabeth Fraser a fetching, sprightly Mrs. Adam. Frank Albertson does a capable job as a reporter. The rest of the cast projects the feeling it is making the best of only an average thing. Howard Freeman tries hard to put across the r— (See *MR. ADAM* on page 52)

ROUTES Dramatic and Musical

Allegro (Auditorium) St. Paul, 24-26.
 Blackstone (Tower) Atlanta.
 Born Yesterday (Metropolitan) Seattle.
 Brigadoon (Hanna) Cleveland.
 Desert Song (Blackstone) Chicago.
 Drunkard, The (Studebaker) Chicago.
 Evans, Maurice (Russ Auditorium) San Diego, Calif., 23; (Memorial Aud.)
 Finian's Rainbow (Shubert) Chicago.
 Francis, Kay (Poche) New Orleans, 23;
 Jackson, Miss., 24; (Auditorium) Memphis 25-26.
 Fresno 24-25; (Auditorium) Sacramento 24.
 Harvey (Center) Norfolk, Va.
 Harvey (Cox) Cincinnati.
 Hellfire, The (Erlanger) Buffalo, N. Y., 21-24; (Auditorium) Rochester 25-26.
 High Button Shoes (American) St. Louis.
 Inside U. S. A. (Shubert) Philadelphia.
 Ivy Green (Plymouth) Boston.
 Lunt & Fontanne (Muste Hall) Kansas City, Mo., 23-25.
 Mr. Adam (Curran) San Francisco.
 Medea (Ford) Baltimore.
 Metropolitan Opera Co. (Opera House) Boston.
 Magnolia Alley (Shubert) New Haven, Conn., 24-26.
 Make Mine Manhattan (Great Northern) Chicago.
 Mr. Roberts (Erlanger) Chicago.
 Menasha Skulnick (Forrest) Philadelphia.
 Oklahoma (Colonial) Boston.
 Oklahoma (Carolina) Durham, N. C., 23-24; (Carolina) Raleigh 25-26.
 O Mistress Mine (Shubert-Lafayette) Detroit.
 Olsen & Johnson (Geary) San Francisco.
 South Pacific (Shubert) Boston.
 Street Car Named Desire (Cass) Detroit.
 Traitor, The (McCarter) Princeton, N. J., 25-26.

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Burlesque

By UNO

JESS MEYERS, manager of the Empire, Newark, N. J., opened the house early in the morning of March 13 to give shelter to some of the cast and chorus driven out of a near-by hotel by a fire. . . . Lily Byron, Marnee and H. Degnan are new at the Burbank, Los Angeles. . . . Jackie Whelan opened recently, thru MCA, at the Lido Club, San Francisco, for six weeks. . . . Abe Gore is emcee at Club Charming, Chicago. Other features there are Barbara Bond, Simone, Jimmie Haywood, Dorothy Kay, Flo Page and Frank Lenz. . . . Lynne O'Neil is new at the Empress Milwaukee. . . . Grand, St. Louis, reopened March 11, repaired and re-decorated after a recent fire. Opening had Parker Gee, straight; Johnny D'Arco and Vic Puree, comics; Phyllis Gayle, featured strip; Dorothy Werner, Josephine Marsh, Noeni Jefferies, Jimmie Cavanaugh, the Black Brothers, and 22 chorines. Dick Zeisler continues as house manager. . . . Cy Walker has been promoted to head field supervisor of the drive-in theater division for Sport Service, Inc.

ANN BERGIN, of the Hudson, Union City, N. J., is recovering from injuries sustained in a fall down stairs at her home. . . . New in the line-up at the Hudson are Betty Laverne, and Loretta Rubel. . . . Lillian White, talker-strip, is another new Hirst principal, a graduate of the Troc, Philadelphia, chorus. . . . Pat Valley, formerly of Valley and Lynne, extra attraction in Hirst houses, has switched agents, from Abby Greshler to Ben Kuchok. . . . Harold Hanson, manager of the Empress, Milwaukee, is mourning the death of his mother who died March 11. . . . Empress, Detroit, has for its principals Will Hayes, straight; Bill Lewis, comic; Buddy O'Day, comic and producer, and Diana Hayes, Rose Marie Ryan, Michele Stein, Thelma LaPorte, Ella May Neeley and Evelyn Monette.

Baird To Meg Va. "Glory"

RICHMOND, March 19. — John Baird will direct this year's edition of Paul Green's Virginia historical drama, *The Common Glory*, skedding a July 1 preem at Matoaka Lake Amphitheater, Williamsburg, Va.

Baird will work closely with author Green in restaging the pageant for its third season's presentation. A cast of 150 is called for—plus a choir—for a sequence of 15 scenes. Last summer nearly 90,000 customers stomached its turnstiles during a nine-week session.

Coke Vender Steals Laughs In Stem's "At War With Army"

(Continued from page 3)

frustrated yen to play comedy, suddenly finds itself a laugh focal point in a company orderly room during a three-act tussle between G.I.'s and brass in a Kentucky training camp. Given a chance to star, coke vender really goes to town. Despite curses, kicks and blows, it serenely presents its battered red front to all attack and

trained on the laugh-a-minute proceedings. Its indignation is only betrayed by a flickering red light. It eats the boys' nickels but it won't give out with a single bottle. For better than two acts it becomes a practical symbol of G.I. frustration. As a travesty on an automatic merchandiser, a coin-gobbler but a payer-off only by erratic impulse, coke vender could be an operator's dream. But imagine the commission a location owner would ask.

Finally, however, coke vender re-enters midway of the farce's last stanza (See COKE VENDER on page 120)

Skelton Pulls 50G At SF Golden Gate

SAN FRANCISCO, March 19.—The Red Skelton show, which finished its week at the RKO Golden Gate Wednesday (16), took in close to \$50,000. The normal house take is in the \$20,000 range. Skelton, who came in on a 50-50 deal from the first buck, walked out with an estimated \$25,000.

Dan Friendly, chain booker, has Eddie Cantor set for the house May 26 and Jack Carson April 20.

Franklin Hopkins, Vet Burly Performer, Dies in Cincy

CINCINNATI, March 19.—Franklin Hopkins, 53, straight man with Bob Ferguson's burlesque unit and identified with the stage for the past 35 years, died of a heart attack in his room at the Earle Hotel here Thursday (17) during the troupe's engagement at the Gayety Theater, local burly house.

Hopkins started his stage career in New York when a youth and had appeared in several Broadway shows. The past 15 years he had been in burlesque. Hopkins appeared on the Keith-Orpheum vaude circuit with the McCall-Bridge Players in the Midwest.

He is survived by his widow, Jeanette, of Onset, Mass.

THE IVY GREEN

(Continued from page 51)

in the way he gives the last word, after Dickens' death, to his wife Kate. And she makes it plain to her conniving sister, Georgina, that she has the final say. "I have him now the way I want him," she says, and then with subtle venom, "but you are only his widow."

Hall Shelton has put together a first-rate cast. Daniel O'Herlihy struggles with the role of Dickens, and occasionally makes it come alive, altho he has trouble showing the man's growth. Carmen Mathews has the greatest success in portraying the thwarted, twisted character of Georgina, a very well-written role. Judith Evelyn's playing of the dim, but honest, devoted Kate is a triumph in every way. Hurd Hatfield is fine as Dickens' publisher; Ernest Cossart, as his wayward father, Neva Patterson, as Angela Coutts, and Oliver Cliff, as Phizz, all contribute some nice bits. Roy Hargrave has done a fair job on the staging, which is being revised by Richard Barr. Stewart Chaney's sets and costumes are of his best; Andre Singer's incidental music a nuisance.

Ivy is hardly a play to get excited about. But it is a craftsmanlike job which offers a rewarding evening in the theater. It deserves fair treatment, but it probably will get the cold shoulder. Bill Riley.

DETROIT OPERETTAS

(Continued from page 51)

Collins, \$40,000; *Bloomer Girl*, Earle McVeigh and Peggy Campbell, \$35,000; *Vagabond King*, Dorothy Sandlin and Lawrence Brooks, \$45,000; *Rosalinda*, Wilbur Evans and Susanna Foster, \$38,000, and *New Moon*, Lawrence Brooks and Helena Bliss, \$40,000.

Boreo Hospitalized After Attack in Club

MIAMI, March 19.—Emil Boreo is in the Alden Road Hospital after a heart attack and what physicians have described as a blood clot, suffered while he was working in a local club.

Boreo opened at the Club 22, Miami Beach, March 5 on a two week and options deal. He got his attack March 13 on the floor and was immediately rushed to the hospital.

TICKET RHUBARB

(Continued from page 4)

talent show, skedded for George Devine's Million-Dollar Ballroom Sunday (20), was threatened with picketing by the AFL Bill Posters' Union, Local 12, because there were no union labels on window cards advertising the show. Jack Wiesian, billposter union prexy, recommended picketing "unless satisfactory adjustments can be made." Adjustments, he said, called for sufficient payment to cover cost of sending union members around to put the label on some 1,000 window cards.

Gerald Mintz, chairman of the Junior Chamber of Commerce committee handling the show, said the Chamber had purchased the show cards from Heidt. Distribution was handled, he added, by Philip Morris, the sponsor. The Chamber's 40 per cent share of the net proceeds is earmarked for a youth foundation. James Stewart, spokesman for Philip Morris, said cards had been printed by the Globe Poster Company, Baltimore, a union shop.

ICER GOING ABROAD

(Continued from page 4)

pany of 140 people will be taken over, with the possible exception of the four company musicians. There is some question of their acceptance under present rulings by the British Federation of Musicians, and the issue has not been decided.

The tour will open with a 13-day stand at Paris, to be followed by eight days in Zurich, then a stand of six weeks at Wembley Stadium in London. Sir Arthur Elvin, of Wembley Stadium, was chiefly instrumental in inducing Steinman to make the excursion.

Helen Drummond will handle the promotion. She will be the only one of the show's flacks to make the trip.

The ice will complete its present American tour at the new Cincinnati Garden May 1, going directly from Cincinnati to New York to sail.

Wiman Mulls Musical

NEW YORK, March 19.—According to advices from Dwight Deere Wiman, the producer is leaning toward the production of an intimate musical, "provided he can find a gay little book, accompanie" by the proper sharps and flats." Authors and tunesmiths may contact Forrest Haring at the Wiman offices, as and when they think they have the recipe.

Magic

By Bill Sachs

BLACKSTONE grossed slightly over \$6,000 in five performances at the WRVA Theater, Richmond, Va., March 1-3, according to John L. Stone Jr., theater's promotion manager. . . . Donald Ursetti, secretary of the Akron Society of Magicians, writes from the Ohio city that members of that org are anxious to know the place and playing dates of prominent magicians coming into Akron, Cleveland, Canton or Youngstown, all in Ohio. "If we were notified of such playing dates in advance," Ursetti says, "Most of the club's membership would welcome the opportunity to assist a visiting magician. We at least would give him the one assistance every magician craves for—an appreciative and receptive audience at his performance." . . . What's become of that sterling magic pair of a few years back, Plato and Jewel? . . . Randolph the Magician is reported showing off some nifty manipulative stuff on his current stand at the Jefferson Hotel, St. Louis. . . . Ray Amy, the mental magish, typewrites from St. Louis: "Just returned here to find that the town is going strip crazy. All the old regulars have cut their floorshows and are getting strips out of Chicago. The part that hurts is the fact that the idea has hypoped biz at least 80 per cent, the best it's been since the war. The Town House Magic Company has moved from the Missouri Insurance Building to a new location a little farther from town, and the place jumps with magicians on Saturdays. The movie, "The Amazing Mr. X," is a must for all magi. Harry Mendoza is in the picture as a private detective investigating the activities of the mentalist medium, Turhan Bey. Good magic and good everything." . . . Wilbur C. Weber is presenting magic shows at regular intervals at Midtown Hall, Bridgeport, Conn., with Walter Schwartz emceeing. Associated with Weber in the venture are Joseph W. Grimes, Albert J. Welling and Dominick Battistelli.

JOHNNY CASEY

(Continued from page 51)

ball players; A. L. Dreihlatt, as a sympathetic bartender, and Hal Green, in a brief bit as an assistant radio announcer. Frank Aletter also is nastily effective as a crooked pitcher.

The Workshop's settings and lighting are up to its usual high standards. *Casey* is a tough proposition to produce, but turntable switches are fast, and vignette treatment keeps matters moving at a good pace. It seems too bad that so much effort should be put on an indifferent play. This one is far from worthy of the Workshop's "march of drama repertory."

Bob Francis.

MR. ADAM

(Continued from page 51)

dicrous Phelps-Smythe. Ted Cohen and Emory Parnell, as a publicity man and his chief, respectively, do well. In a small but very amusing role; Maxine Semon is excellent as a secretary with the "secret."

Adam is certainly not big-time fare and it is extremely doubtful if it can be rescued to give it any chance Stem-wise. Edward Murphy.

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Advent of Spring Sees Drive-Ins Sprout in Pennsy

PHILADELPHIA, March 19.—With the advent of spring, a new crop of drive-ins for the Eastern Pennsylvania-Southern New Jersey area has been announced. Of special interest is the announcement of Max Korr, owner of theaters in the Allentown-Reading area in up-State Pennsylvania, who announced that he, in association with Mitchell Rapoport and others, is building two new drive-ins. One will be a 700-car affair at Natalie, outside of Mount Carmel. The other is a drive-in in Mahoning Valley, four miles outside of Lehighton.

Renninger's Drive-In, also near Lehighton, which has been operating with 16-mm. pictures, will shift to 35-mm. operation this coming season. Still another open-air movie for the same up-State area will be the Ideal Drive-In, which is being built by Joseph F. Cerra on Newton Lake Road near Carbondale.

Closer to Philadelphia, the A. M. Ellis theater interests are building a drive-in on the northern outskirts of near-by Chester, Pa. Also being readied by the Ellis theater chain is a drive-in in Southern New Jersey in the Millville-Bridgeton-Vineland area.

Cowboy Jack, Sabo Sam Combine Forces

STUEBENVILLE, O., March 19.—Cowboy Jack and His Texas Ramblers and Sabo Sam, minstrel man, are touring school auditoriums in this area to good results. Unit recently concluded stands in Wheeling and Weirton, W. Va., and Pittsburgh.

It is skedded to appear at Eagle Auditorium, New Summerset, O., March 29, after which the unit makes two appearances in the school auditorium at Empire, O., and then moves into Wheeling, W. Va., for a stand in Market Auditorium.

Cowboy Jack heads up the musical end of the show, with Sabo Sam presenting the comedy. Cowboy Jack formerly was heard over Station WWVA, Wheeling, and Sam headed his own unit until illness forced him to cancel previous engagements.

Betty Bright to Town Hall

CINCINNATI, March 19.—Betty Fromen Bright last week rejoined the Town Hall Players at Station WTAG, Green Bay, Wis., following a two-month vacation in Connecticut, New York and Texas.

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Rep Ripples

L. H. (Ike) SAWYER has a vaude-pic show operating in Hunt County, Texas. . . . Edward Cote is in his fifth month playing religious groups with E. F. Hannan's "The King Still Reigns." . . . Grimaldi Players are making a second tour of New England towns for French-speaking societies. . . . Carling's vaude-pic show has been playing Texarkana, Tex. . . . Otto Wiley, who has been vacationing in Miami, left recently for his Spokane, Wash., home where he will ready a summer vaude-pic trick. . . . William Hinckley writes from Pittsfield, Mass., that he plans to try out a short-cast rep and vaude show to open near Chatham, N. Y., late in the spring after which he will go into tents. His tent is stored in Hoosic, N. Y., and he will make resort towns in East. . . . Cole Players are a new group for the Pittsburgh area. . . . Robert D. O'Brien has finished his fourth amateur Minstrel Show promotion in Eastern Pennsylvania. . . . Cline and Parsons have a pic-vaude attraction playing schools in Western Kansas. . . . E. W. Riseburg writes from Cle Elum, Wash., that he has been showing his 16mm. pix in addition to his vaude and magic acts in schools and halls for the past four months. He adds that weather has been against him, but that biz has been fair. He plans to move into Eastern Washington where he will play halls for the summer. . . . Leonard Davis is presenting 16mm. pix and magic around Raton, N. M. . . . Charles and Ella Earley have a vaude-pic trick in the Thomaston, Ga., area. . . . Leonard Players have been going strong for the past month around Malone, N. Y. . . . Albert Larrabee is mapping a route for pix and vaude in Central Maine to precede a list of fair dates he's skedded to play. . . . Otto's school assembly show has been playing to fair biz in Hooket County, Oklahoma. . . . Collins Family is presenting short-cast bills around Lewiston, Idaho.

Louisville Firm Chartered

FRANKFORT, Ky., March 19.—Secretary of State has issued a charter to the Kenwood Drive-In Theater Company, Louisville. Authorized capital stock is \$25,000 preferred and \$17,500 common. Allen C. Wallace, William E. Porter and Wilbur Fields were listed as the incorporators.

Asheville Drive-In Set

RALEIGH, N. C., March 19.—Hendersonville Drive-In Theater, Inc., Asheville, N. C., has obtained a charter from the secretary of State to operate theaters, listing authorized capital stock at \$100,000, of which \$10,000 was subscribed by Ben Pless and Georgia Pless, both of Asheville, and Ralph Rogers, of Hendersonville.

Goldsboro Firm Okayed

TALLAHASSEE, Fla., March 19.—Secretary of State has issued a charter to Goldsboro Drive-In Theater, Inc., of Goldsboro, which listed authorized capital stock at \$100,000. Incorporators were R. B. Singletary, C. D. Holder and John Crawley.

N. C. Good for Lee

WILSON, N. C., March 19.—Lee's Colored Minstrels continue to play to good business in this area, according to Leon Long, who is handling the unit's route. He reports that the stand at Carolina Theater, Sanford, N. C., brought exceptionally good results.

Lust Drive-Ins Open Season

WASHINGTON, March 19.—Drive-in theaters operated by the Sidney Lust Theaters are anticipating a big season and the one located in near-by Beltsville, Md., opened March 13, while the show at Newport News, Va., was set to bow the same day.

Brunk Unit Rehearsing Bows April 11

Long Route Laid Out

VERNON, Tex., March 19.—Brunk's Comedians, headed by Henry L. Brunk, will start rehearsals on the stage of city hall here April 2, preparatory to their 1949 seasonal opener April 11. Debut date will be for a week and plays to be presented are from Harrison, Neil Schaffner and Standard Play Company, Brunk said.

A new tent purchased from Central Canvas Company will be erected here April 6, with Bob Hampton, of Los Angeles, in charge. Renous and Ravell and company, Dallas, have been signed to present special vaudeville, adagio, acro and tumbling turns. Show will be routed thru Texas, Oklahoma, Colorado and New Mexico and current plans call for the org to remain out until December 1.

Mrs. Mercedes Brunk, who underwent an operation recently in Dallas, has recovered and is ready for rehearsals. Henry L. Brunk is assisting in a baseball clinic here for junior members, prior to the opening of the season.

Jewell-Harris Unit Sold To LaPalmer, Allen

DALLAS, March 19.—Joey LaPalmer and Ethan Allen this week closed negotiations for the purchase of the Jewell-Harris Tent Show and will open the season here April 4, under the title of the Allen Show. LaPalmer and Allen will operate the unit, and the tent, LaPalmer says, has a seating capacity of 1,000.

In addition to Allen and LaPalmer cast will include Mr. and Mrs. Dave Sullivan, Bob Lewis, Art Ford, Bob Jackson, Sunny Fox, Mae LaPalmer, Jackie Adams and Cecil Hunt.

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Perfect Sound Westerns, McCoy, Steele, Maynard, Fred Scott, at \$35.00. Programs rented, \$7.50. Pair of Holmes, reconditioned, \$375.00. Shipping Cases, 2000 ft. capacity, at \$4.00 each. Silent Features, \$15.00. Shorts, \$3.50. Poster Supplies. Free Lists.
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COLORED Musicians, Comedians and Performers for coming season. Singing and Dancing Comedians, and all other useful people. This is an Outdoor Free Platform Med. Show making 2 and 3-week stands in larger cities in Ohio, Pennsylvania and West Virginia. Largest, cleanest, finest equipped Show of its type on road today, and reputation is tops among public and showfolks everywhere. We furnish silk and satin costumes (for Male Performers), and pay fare after joining. Top salary. Show opens in May. Write, stating salary expected, experience, etc., to:

DR. MILTON BARTOK

P. O. BOX 2047

SARASOTA, FLORIDA

BERTRAND—Bert, 59, partner in the team of Bertrand and Wilson, March 9 in Boston. Survived by his widow and daughter.

In Loving Memory
HAMDA BENN

Deceased March 27, 1943
MRS. MABEL BENN and SON, LAWRENCE

BICKERT—Berton W., former district manager of Paramount Richards Theaters, Inc., Mobile, Ala., in that city February 18 of a heart attack. Survived by his widow, Freda.

BIEHLER—George J., 65, owner of the Palace Theater, Hamburg, N. Y., at his home there February 22. Services and burial in Hamburg February 25. Surviving are his widow and two sons, Norman, Hamburg, and Raymond, Dubuque, Ia.

CHARASH—Jack, 69, theatrical press rep and actors' agent and producer, March 11 in Coral Gables, Fla. He was associated with the Yiddish Art Theater for a number of years. From 1933 to 1943 he was employed by Nat Dorfman Associates, New York, and left there to go into his own free-lance business. He also wrote a number of plays, including *Jean Christophe*. His wife, the former Doris Rosenthal, painter of Mexican subjects, survives.

DAVIDSON—Albert Franklin, 69, novelty performer known professionally as the Great Gravityo, of a heart attack March 16 in Peoria, Ill., where he was appearing at the Faust Club. (Details in General Outdoor Section.)

DWAN—Mrs. Allan, wife of the film producer, March 13 at her home. Known professionally as Betty Marie Shelton, she was featured in many Broadway musicals in the late '20s.

FORNIER—Frederick, 56, veteran concessionaire with the James E. Strates Shows and in that business some 30 years, March 12 in Clearwater, Fla. His widow, Frances, survives. Burial March 16 in Southern Memorial Park, Miami.

FRIEDLAENDER—Mrs. Alice, 85, former Viennese pianist, March 10 in Burbank, Calif. Her late husband, Max, was once Professor of Music at the University of Berlin.

IN LOVING MEMORY

OF OUR DEARLY DEPARTED SON

RAY OLE GILBERTS

Who Passed Away on March 27, 1946



A precious one from us is gone,
A voice we loved made still,
A place is vacant in our home
That never can be filled.

Mother and Dad
Mr. & Mrs. Ole J. Gilberts

GALLAGHER — Mrs. James, 82, stepmother of Jack Gallagher, owner of the Playland Shows, March 11. Burial in Salem, Mass.

HANIGAN — Ray, former troupier and *The Billboard* agent on the J. Harry Six Shows, March 11 in Berea (O.) Hospital. He had also worked a popcorn concession for Mr. and Mrs. Bill Starkey for nine years. He leaves his wife, Virginia, five children and

THE FINAL CURTAIN

two sisters, Mrs. Grace Starkey and Anna Osgood.

HANLEY—John, 58, superintendent of the Henry W. Kiel Auditorium, St. Louis, March 8 in that city. He was a former star of the old Park Opera Company there and taught dancing and acting. Hanley stage managed for the Park-Shenandoah Opera Company from 1933 to 1939. His widow survives.

In Loving Memory

Of My Dear Son

JACK "SMOKE" GRAY

who died March 22, 1937
Sadly Missed by
MOTHER

HODGSON—Leyland, 56, veteran stage and screen actor, March 16 in Hollywood. Originally of the London stage, he went to Hollywood in 1930 as a character actor. His widow survives.

HOPKINS—Franklin, 53, veteran burlesque straight man, March 17 in Cincinnati of a heart attack. Hopkins was appearing with the Bob Ferguson unit at the Gayety Theater in that city when stricken in his hotel room. He appeared in vaude on the Keith-Orpheum Circuit and with the McCall-Bridge Players in the Midwest, as well as in a number of Broadway productions before entering burlesque 15 years ago. Survived by his widow, Jeanette, of Onset, Mass.

HYND — Mrs. Mary McFedries, European concert singer and mother of Alan Hynd, writer, recently in Trenton, N. J.

JONES—Katherine A., 77, mother of Mrs. H. W. Bartholomew, March 11 at her home in Perryville, Mo. Survived by three daughters and a son. Burial in Perryville.

KAPLAN—Charles M., 75, account exec at WIP, March 9 in Philadelphia. His widow and two daughters survive.

KETCHUM—Mrs. Adrian W., wife of the owner of Forest Park Highlands, St. Louis amusement park, March 13 in that city of a cerebral hemorrhage. (Details in Park Section.)

In memory of my brother

LEON

who passed away March 14, 1948

HENRI KIMRIS

KRUL—Joseph B., 58, operator of the Park, Home and King theaters in Detroit, March 13 in that city. Survived by his widow; two sons, Casmere and Edward, the latter associated with him in the operation of the Park Theater, and a daughter. Burial in Mount Olivet Cemetery, Detroit.

McCLATCHIE—Kenneth, 30, trombonist with Don Pablo's orchestra, which has played for the past 10 years at the Palm Beach Cafe, Detroit, March 10 in that city of a heart attack. Survived by his widow and a daughter, Marcine. Interment in Grand Lawn Cemetery, Detroit.

CARD OF THANKS

We want to thank our many show friends for their sympathy and kindness and the many bunches of flowers in the recent loss of my husband,

J. B. (RED) McMAHON

Your kindness will always be remembered.
MRS. NAOMA McMAHON

McMAHON—J. B. (Red), 57, concessionaire for 30 years with various carnivals, most recently with the Fred R. Stumbo Shows, February 28 in Houston. Survived by his widow, Naoma, two brothers and two sisters. Burial in Baxter Springs, Kan.

MILLER—Harry L., veteran troupier with various outdoor shows, March 3 in Veterans' Hospital, Jefferson Barracks, Mo., of cancer of the liver. Since 1936 his activities had been

confined mostly to Illinois. Survived by a son, Harry Jr. Burial in East Linwood Cemetery, Galesburg, Ill.

MYERS—Mrs. Lillian Colen, 56, one of the first directors of a women's orchestra, March 16 in Cleveland. Beginning her musical career as a pianist in movie houses in 1910, she later took up trap drumming and formed a women's orchestra. Her husband, Meyer, survives.

NELSON—Mrs. Lloyd (Mildred), 50, formerly with various carnivals, March 2 in Henderson, Colo. Survived by her husband; a son, Merle, and a daughter, Mrs. Phyllis Woodward.

OTTO—Mrs. Margaret Schneider, 103, widow of Henry Otto Sr., director of the former Otto's German Band, March 13. Three children survive. Burial in Forest Hill Cemetery, Ann Arbor, Mich.

PEET—James O., secretary of the Gratiot County Fair at Ithaca, Mich., March 8 in Florida of a heart attack. An official of the fair for many years, he was the son of one of the founders of the event. Survived by his widow and two children. Interment in Ithaca.

POLLIAK — Herman, 61, co-founder of the H. Polliak & Company music firm, March 14 in Johannesburg, South Africa. His company, established in 1903, was largely responsible for popularizing phonographs and records in South Africa.

POTTS—John Hollister, 56, president of Radio Magazines, Inc., March 16 in New York. A former engineer with the Radio Corporation of America and the Sperry Gyroscope Company, he was head of the publishing firm at the time of his death, turning out a number of specialized radio magazines. His widow and two children from a previous marriage survive.

RAGONESE—Mrs. Marie DeMoro, mother of Don Ragonese (Don Rodney), vocalist with Guy Lombardo's orchestra, March 9 in Bridgeport, Conn. Survived by her husband, Louis, five other sons and two daughters. Burial in St. Michael's Cemetery, Stratford, Conn., March 10.

RILEY—Leo J., 57, former outdoor showman, March 13 in Milwaukee. In recent years he had been in the restaurant business. His widow, daughter, a sister and four brothers survive. Burial in Pinelawn Cemetery, Milwaukee.

RUNYARD—Katherine A., 49, sister of Mrs. H. W. Bartholomew, March 13 at the latter's home in Perryville, Mo., of a heart attack. Survived by her husband, Harvard; son, Donald; a daughter, Pearl, three sisters and a brother. Burial in Rockford, Ill.

SIEBEL—Peter, 65, former circus trapeze performer and charter member of the Motion Picture Pioneers, March 4 in Long Beach, Calif. His widow and son survive.

SMITH—Harry C., 66, former actor known professionally as Harry C. Redding, found dead in his room, March 9 in New York. He appeared with George Arliss in *Disraeli*, and in several other productions.

STEINBERG — Dr. Fred B., 33, physician for outdoor showmen, March 16 in Chicago of a heart attack. Services March 18 by the Al Sopenar Post, American Legion, of the Showmen's League of America, with interment in the Jewish Waldheim Cemetery, Chicago.

STICKNEY—Walter P., 74, vaude performer and musician for 45 years, recently in Boston. Survived by his widow. Burial in St. Andrews, N. B.

SULLIVAN—John M., 73, veteran stage and screen actor, at his Los Angeles home March 8. He appeared on the stage with Sothorn and Marlowe, Robert Mantell and Chauncy Olcott. In films for 20 years, he retired in 1946. Survived by his widow, Anna; a brother, Thomas, and a sister, Mrs. Cecelia Culbertson. Interment in Holy Cross Cemetery, Los Angeles.

TALBOT — Ada May, 64, comedienne, who last appeared on Broadway in 1931, March 15 in New York. She had appeared in many plays, including *Brewster's Millions*; *Julie Bon Bon*, both the New York and London versions; *Irene and The Right to Happiness*.

VOGT—Mrs. Elvena, member of Variety Associated Artists and mother of Delsa Vogt, tap dancer and member of the same organization, March 5 in St. Louis County Hospital of injuries sustained in an accident in which her daughter was also fatally injured. Burial in Afton, Mo.

VOGT — Delsa, tap dancer and member of Variety Associated Artists, and daughter of Mrs. Elvena Vogt, March 5 in St. Louis County Hospital. Burial in Afton, Mo.

WARD—Mrs. Mary Doyle, widow of George A. Ward, former announcer at WNYC, New York, March 14 in Hollis, N. Y. Her daughter and two sisters survive.

WELLS—John, 60, carnival electrician for the past 25 years, March 15 near Camden, N. J. He had worked for the past two years with the Gruberg World Famous Shows and Gilsdorf's Amusements as chief electrician.

WILLIAMS — Augustus M., 75, concessionaire at Asbury Park, N. J., March 15 in Brooklyn. He had been a concessionaire for more than 30 years until he became ill three years ago. A brother survives.

WILLIAMSON—Robert, 64, retired character actor, March 13 in Amityville, N. Y. Coming to the United States in 1918, he made his debut with the Henry Miller Company. He appeared in such shows as *A Tailor Made Man*, *Captain Applejack*, *Berkley Square*, *White Horse Inn*, *She Had to Say Yes* and *Antony and Cleopatra*.

WOODBURY—Clare, 69, legit actress who appeared on Broadway for 30 years, March 13 in New York. She made her first big impression on New York critics as Lil in *Broadway* in 1927. A long list of performances followed, which included appearances in *Little Accident*, *Green Grow the Lilacs*, *Housewarming*, *Lilly Turner*, *Twentieth Century*, *The Ghost Writer*; *A Hat, a Coat, a Glove*; *Fly Away Home*, *Stick in the Mud*, *Russet Mantle*, *Days to Come*, *Missouri Legend*, *Johnny Belinda* and, lastly in 1946, *Apple of His Eye*. Her two brothers survive.

ZEEK—Ernest M., 52, concessionaire, March 1 in Orlando, Fla. Survived by his widow, June, of Cleveland.

Births

A daughter, Darlene Fay, to Herbert and Pearl Gilmor, concessionaires, recently in St. Louis.

A son, Jeffery Ray, to Fran and Frank Hassett February 27 in Madison, Wis. Father, formerly of the act Christine and Raye, is now a Solovox player in cocktail lounges.

A daughter, Judith Anne, to Mr. and Mrs. George Kendall recently in Detroit. Father is traffic director of WJLB, Detroit.

A daughter to Claire and Ruth Ratley, of the Conley riding act, in Cincinnati February 28.

A son, Robin, to Mr. and Mrs. David Berger March 8 in Newark, N. J. Father is manager of the Adams Theater, Newark.

A daughter to Mr. and Mrs. Jack Paar March 4 in Hollywood. Father is a radio and screen performer.

A daughter to Mr. and Mrs. Berne Wilkins March 1 in Los Angeles. Father is a radio exec of KFWB.

A daughter, Wendy Louise, to Mr. and Mrs. Jerry Gilbert recently in Excelsior Springs, Mo. Father is the orchestra leader at the Elms Hotel in that city.

A son to Mr. and Mrs. Phil Wayne March 4 in New York. Father is maestro in the Biltmore Bowman Room; mother is the former Faye Dickinson, one-time Earl Carroll show-girl and nitery entertainer.

Twins to Mr. and Mrs. O. H. (Bud'y) Wickers February 28 in St. Louis. Father is with Station KXOK.

Csida to RCA; Rog Littleford Editorial Boss

Change Comes March 28

(Continued from page 3)

board, takes over here as editor in chief March 28. Besides his publishing responsibilities, Littleford has been editor of the outdoor section of the paper since 1947 with headquarters in Chicago. With Littleford's move to New York, Herb Dotten, associate outdoor editor, moves into that department's top spot.

Csida, with over 15 years' association with *The Billboard*, has worked at one time or other in about every department. He joined in February, 1934, as a member of a special department created to co-ordinate and produce this paper's 40th Anniversary Number. In 1935 he joined the advertising and promotion production staff and later sold advertising, becoming Eastern advertising manager in 1938. In December, 1942, he was upped to the general manager post in the Eastern division and was elected vice-president of the firm in January, 1946. He took over as editor in chief in December, 1946. He also has served as editorial director of *Turnover* since its first issue in June, 1948.

With Csida's departure, the editorial framework of *The Billboard* remains substantially the same. Indoor departments now under Littleford are headquartered in New York, with outdoor and coin machine in Chicago under Dotten and Dick Schreiber, respectively. Dick Armstrong continues as executive news editor in New York and Bill Sachs in the same position in the Cincinnati printing division.

Outdoor editor Herb Dotten joined the Chicago staff in 1945 following more than three years of special services and public relations work in the army. Prior to the war he handled publicity for outdoor attractions, among them the Ralph Hankinson auto race org, Lucky Teter's Hell Drivers and the New York State Fair.

Horan Frames New Thrill Unit

NEW YORK, March 19.—Irish Horan and His Lucky Hell Drivers, a new thrill show unit, will make its first appearance in June. Irish Horan, veteran of the smash-crash field, is the managing director.

Personnel already set, according to Horan, includes Buddy Toomey, Whitey Reese, Bob Horton, Frank Rovers and Don Forrester. The show will be equipped with new 1949 Dodge cars.

Fairs inked include Hagerstown, Md., and Hamburg, N. Y. A still date route is now being set.

According to Horan, the show will introduce many new features, along with standard thrill events with both automobiles and motorcycles. The unit will be booked thru the George A. Hamid office. Its winter quarters are at Clifton, N. J. All new equipment is expected to arrive before April 1.

Horan said he will use two press agents and three billposters. Two billing trucks and two sound cars will be on the advance.

Horan has had many years of experience in the outdoor field, including a stretch as personal representative for Tom Mix. During the war he managed USO troupes and served as supervisor and emcee.

Life of Ohio State Fairgrounds Commission Continued; Perks Up Chances for New Fair Plant

COLUMBUS, O., March 19.—The House agriculture committee of the Ohio General Assembly Tuesday (15) by a 12-5 vote killed a bill sponsored by Rep. Robert Shaw (R., Columbus) to abolish the State Fairgrounds Commission headed by Former Gov. Myers Y. Cooper, Cincinnati. Thus, the move for a new site for the Ohio State Fair continues. Funds, however, must be appropriated for the commission to continue its functions and also must be reappropriated to enable the purchase of the commission-approved site here on Ackerman Road, adjacent to the Ohio State University Farms.

New Funds Needed

In 1947 an appropriation of \$500,000 for the acquisition of land was made, but that appropriation lapsed at the end of 1948 because of delay caused by litigation which prevented the commission from acquiring the land. The Ackerman Road site was appraised at \$425,000 and the cost of constructing a new plant was estimated at \$11,700,000.

At the House committee hearing here, proponents of the continuation of the commission voiced their approval of the Ackerman Road site. State Director of Public Works George B. Sowers held that the site affords "the only way the State could get maximum use from a new fairgrounds" inasmuch as the plant would (See *Chances for New Ohio*, page 81)

R-B Flackers Thumping for Gotham Stand

First Night for Cancer Fund

NEW YORK, March 19.—Roland Butler, director of the press department of the Ringling Bros. and Barnum & Bailey Circus, arrived in New York Monday (14) and set up headquarters at the Piccadilly Hotel. Butler's staff remains the same as last year, with Frank Braden, Gardner Wilson and William Fields. Edward A. Johnson is contracting press agent, and Bill Antes will handle radio in New York, with Harry Thomas, assistant to Pat Valdo and the show's announcer, taking over the radio stint on the road.

Billing got under way Monday (14), and the town has been pretty thoroly plastered with Big Show paper. Leon Pickett, contracting agent; Waldo T. Tupper, general agent; F. A. Boudinot, assistant general agent; J. C. Thomas, traffic manager, and Susan Staton, secretary of W. T. Tupper, also are in town.

Billers Active

Handling billing are John J. Brassil, manager of Advertising Car No. 1; Clyde Carlton, of Car. No. 2; Lee S. Conarroe, of Car No. 3; E. J. Caupert, advertising inspector, and Joseph Brown, banner puller.

Fred C. De Wolfe, show treasurer-emeritus, is in charge of the show's Rockefeller Plaza office. Theodore Forstall is treasurer with the show. Ticket windows at Madison Square Garden will be handled by local ticket sellers under supervision of A. C. Anderson, of the Garden.

Butler has not yet sprung any big stories here but will undoubtedly go into high this coming week. Proceeds of opening night, April 6, will go to the Damon Runyon Cancer Fund. Tickets go on sale at the Garden Monday (21).

Rehearsals on the show's big specs and menage numbers are in full swing at quarters in Sarasota, with (See *R-B Flackers* on page 81)

700G Blaze Guts Quebec Expo Arena

Rink Equipment Saved

QUEBEC, March 19.—A three-alarm fire early Tuesday (15) morning completely gutted the huge Coliseum on the grounds of the Provincial Exposition, which served as a skating rink, exposition's top entertainment center and as locale of the offices of the Commission of the Provincial Exposition and administrative offices of the fair. Building also contained restaurants, clubrooms and equipment of numerous hockey clubs. Damage was estimated at \$700,000.

Practically the only part of the structure not completely destroyed was the artificial ice-making system which apparently was only slightly damaged by water. Coliseum served as setting for elaborate *Skating Vanities* during the annual exposition and was used for hockey games and other events during the winter months. A hockey match between two Quebec teams had taken place Monday (14) night and investigators blame the fire, which was discovered at 2:30 a.m. Tuesday (15), on a cigarette discarded by a careless spectator. Contents of the offices of the fair and equipment of several hockey clubs was destroyed.

The Coliseum was erected by the city of Quebec in 1930 at a cost of \$325,000. After the loss of the Arena (ice rink) in Victoria Park, thru the fire of June 30, 1942, the Coliseum was transformed into a skating rink, which with other improvements cost the city about \$200,000. Regular seating capacity was 5,162 but 8,000 spectators could be accommodated in the building which was under the control of the Commission of the Provincial Exposition of Quebec, with Emery Boucher as active manager.

100 Attend Services For Walter Sibley; Burial in Ferncliff

NEW YORK, March 19.—Funeral services for Walter K. Sibley, executive secretary of the National Showmen's Association (NSA), were held at Riverside Memorial Chapel at 2 p.m. Sunday (13). Chaplain Fred Murray handled arrangements for the services and was assisted at the chapel by Joe McKee.

More than 100 members of the NSA and the Ladies' Auxiliary, members of the deceased's family and friends assisted at the services, which were simple but impressive. The Rev. Allen Claxton, pastor of Broadway Temple, delivered the funeral oration and prayer, which was followed by a sincere tribute to Sibley by Chaplain Murray.

Floral tributes from practically all groups of outdoor showmen, numerous shows and friends were banked behind the casket. After chapel services a large number of those present went to Ferncliff Cemetery, Hartsdale, N. Y., where brief services were held at the grave in Showmen's Rest (NSA plot), with Chaplain Fred Murray reading the service.

NSA Represented

Officers and members of the NSA who were unable to be present at the services wired their regrets. President Frank Bergen was represented by Bucky Allen and Past-President James E. Strates was represented by Curtis Bockus. Among members (See *100 Attend Service* on page 81)

Acts, Midway Set for Ind. Dairy Expo

Event Slated for Oct. 8-15

INDIANAPOLIS, March 19.—Planned to signify to dairy cattlemen what Chicago's International Livestock Show does to the beef cattle field, first annual International Dairy Exposition, scheduled for October 8-15 at Indiana State Fairgrounds here, will feature nightly entertainment in the Coliseum and also will have a midway.

Attractions for the Coliseum have not been booked but plans have been made for the presentation of circus-type acts. Baker United Shows, with headquarters here, have been inked to supply the midway attractions.

Plan Network Shows

Tom L. Baker, owner of that org, said that under the terms of the exclusive contract it holds for the event, the midway will be operated with shows limited to Funhouses, Motor-drome, arcades and shows of an educational type.

In addition to the midway and Coliseum, exposition execs said they will strive to have some national broadcasts originate from the grounds during the event.

Aim at 250,000 Gate

Aimed at an attendance of 250,000, the first phase of the advertising campaign is well under way. Admission to the grounds will be 60 cents, with tickets sold in advance going for (See *Indiana Dairy Expo* on page 81)

Heart Attack Fatal To Great Gravityo

PEORIA, Ill., March 19.—The Great Gravityo (Albert Franklin Davidson), 69, who toured for many years with carnivals and circuses and in night clubs and vaude with his novelty act, which included juggling, magic and escapes, died en route to St. Francis Hospital here early Wednesday (16), shortly after suffering a heart attack following his performance at the Faust Club, where he was set for a week's engagement.

The body is being held at the Gauss Mortuary here, pending word from friends or relatives regarding burial. A sister is said to reside in Goose Creek, Tex. Born in Macoupin County, Ill., March 22, 1880, the son of Sylvester and Lavina Burleson Davidson, Gravityo had numerous friends in the various branches of show business.

He was a member of the International Brotherhood of Magicians, the American Guild of Variety Artists, and the International Jugglers' Association.

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Displaying Spartan Aircraft Trailers. All aluminum aircraft constructed, triple insulated, 83 1/2 ft. Royal Mansion, 30 ft. Mansion, 26 ft. Manor, 25 ft. Spartans etc.
Liberal Trade-Ins, Easy Terms, Parts & Supplies.
The Showman's Friend Everywhere.

Close-Ups:

George B. Flint, 62, Has Filled Many Roles in 53 Years in Biz

By Herb Dotten

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

GEORGE B. FLINT at 62 can look back upon a career of more than a half century in show business in which, both literally and figuratively, he has filled a large number of roles. For several years George has been sales representative for the Boyle Woolfolk Agency, Chicago, dealing exclusively, in his case, with the hawking of outdoor acts and attractions.

For all his many years in the business, George retains a keen enthusiasm that long has stamped his association with the entertainment field. He carries himself with a dignified air, traceable no doubt to his early theatrical days, and with a sincerity unusual in the rough-and-tumble era of today.

It was his sincerity and his dignified mien which played a large part in his recent appointment as chaplain of the Showmen's League of America, for the SLA members, casting about for an ideal person to fill that role, were virtually unanimous in support of his choice.

Fits New Role

Ordinarily, the appointment as chaplain of a show club is not unduly significant, but in this instance it was, inasmuch as George, in mannerism and in application, embodies a great many of the characteristics commonly associated with the clergy.

In George's case, the joy of the entertainment field, rather than the chase for the buck, probably has been the chief motivation. As a youngster of nine, he first took to the business as the proverbial duck to water.

At that time, his mother, a newspaperwoman in Dundee, Mich., had what approximated a mansion and it was her practice to provide accommodations for troupers playing the Haynes Opera House there. One of these companies, needing a child to play Little Willie in *East Lynne* and Hans in *Rip Van Winkle*, prevailed upon her to have young George play those parts.

His mother conditioned her permission with the proviso that George be given two hours of tutoring daily while on the road. The woman owner of the troupe, it so happened, was a college graduate, something rather unusual a half century ago, and she complied. As a matter of fact, so well

(See George B. Flint on page 69)



GEORGE B. FLINT

Phoenix Rodeo April 8-10

PHOENIX, Ariz., March 19.—Sale of tickets got under way for the Phoenix Junior Chamber of Commerce World Championship Rodeo here April 8-10. Featured will be Johnny Rivers; Miss Huguette and her dancing horse, Family Doc, and the Hendricks Twins.

Karras Buys Ganote Org; Opens May 1

ST. JOSEPH, Mo., March 19.—Gust Karras, local sports promoter and formerly with Robbins Bros.' Circus, this week announced the purchase of the Ganote Shows and a number of rides.

Karras says that he plans to open his season May 1, with the shows re-titled Gust Karras's Greater Shows.

CARBONS FOR 60" SEARCHLIGHT

Pos. 5/8"x22"; Neg. 7/16"x12", packed 25 pairs to Metal Cylinder; 10 Cylinders to a Case. 25¢ per pair F.O.B. New Orleans in case lots only. 20¢ per pair in orders of 1000.

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WANT TO BUY

500 Folding Chairs.

ABBOTT'S

Colon, Mich.

Show License Bill Introed In Texas Leg

AUSTIN, Tex., March 19.—A bill giving county commissioner courts in Texas the power to fix a license fee of up to \$500 for each exhibition of a circus or traveling show outside the corporate limits of a city or town has been introduced in the Texas House of Representatives.

The measure, introduced by Rep. Blake Timmons, Amarillo, is in a subcommittee of the House state affairs committee. Provisions probably will be included to specifically exempt drive-in theaters from the bill.

The bill gives commissioners courts "power to regulate, license or prohibit, outside the corporate limits of a city or town, the public exhibition, for any price, gain or reward, of any traveling show, circus, rodeo, fireworks display, or other public display of any kind, not otherwise prohibited by law."

The county governing body could set licenses at any amount up to \$500 for each exhibition.

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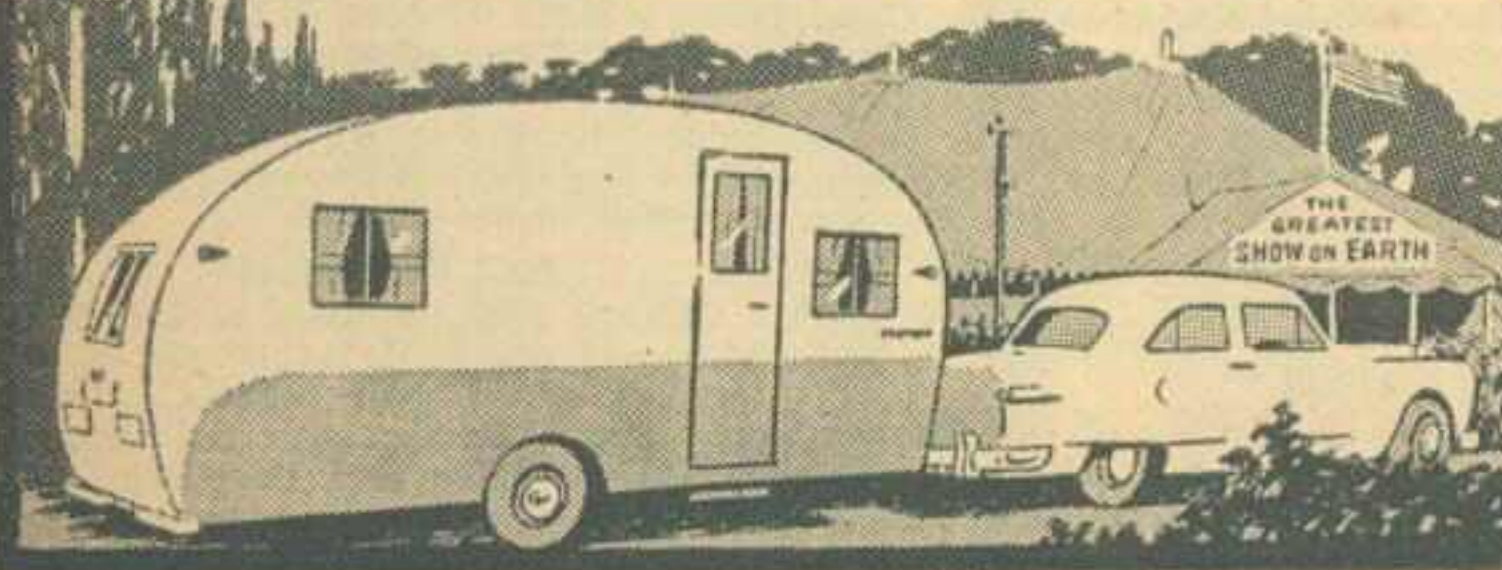
Harris Machinery Co.

501 30th Ave., S. E., Minneapolis 14, Minn.

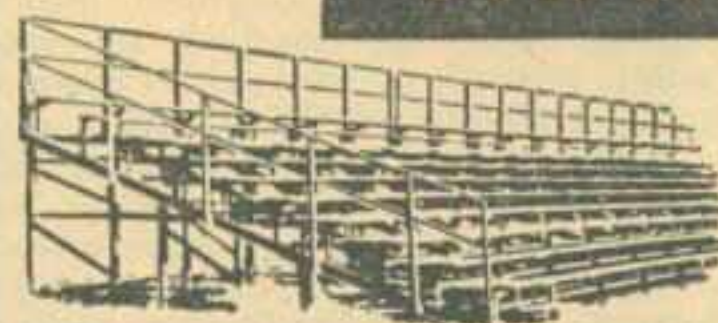
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**LOOK!
Parker Does It Again!
NEW 1949 CARRY-US-ALL**

Mr. Bill Baddeley, Manager of the Royal Canadian Shows, of Vancouver, B. C., writes: "We Prefer a 'Parker'. We have seen the rest, but still like the best. For durability of workmanship and construction, combined with its lasting qualities and beautiful appearance, we will still buy a 'Parker'! 25 years has told us of its dependability, and you can quote me."

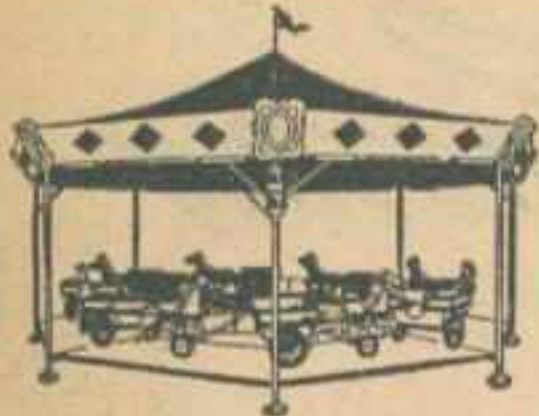
Yours very truly, Bill Baddeley.

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Builders of Parker's Perfect Pleasure Producers

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We proudly present

a new ride featuring ever-popular pony and cart. It is soundly constructed and especially designed for portability. Time payment plan available.

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That's **GOLD** in them thar **THRILLS!**
Little Skipper

...the new re-ride gold mine for OPERATORS...
Seats 24 tots...Practically self-loading, unloading
• Light, easily set up • Takes 1 hour • Adaptable for inside or outside use • No ground preparation required • Absolutely safe
RECORD CHANGER, LOUD SPEAKER, LIGHTS, TICKET BOOTH AND WIFE COVERS INCLUDED

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LUCAS BOAT RIDE
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BUS RIDE
Inexpensive—Yet
Top Earning Power

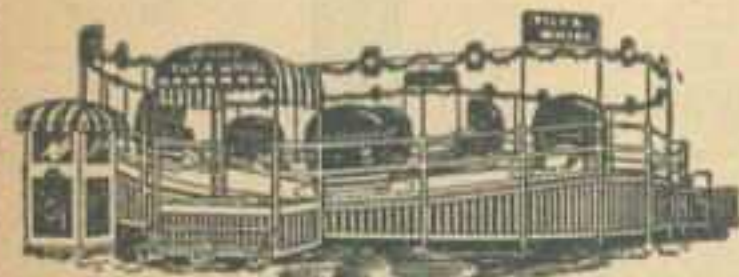
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Outstanding for
Public Appeal ★ Stability
Good Quality ★ Portability
High Class ★ Earning Power

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Out in the Open

Thearle-Duffield Fireworks Company, Chicago, will shift its offices to 203 North Wabash Avenue, Chicago, about May 1. The Chicago office of the Ringling-Barnum circus also is to be moved at about the same time to 139 North Clark Street. Both moves have been made necessary by the skedded razing of the Ashland Block, where Thearle-Duffield and the Ringling offices long have been located. . . . Orville Cullerton, manager of the Cook County Fair, Chicago, is spending several weeks aboard a naval aircraft carrier in the Caribbean as a civilian observer. . . . Bill Maloney, who handled the press for the Chicago Fair last year, has been named public relations chief for the Illinois Department of Conservation.

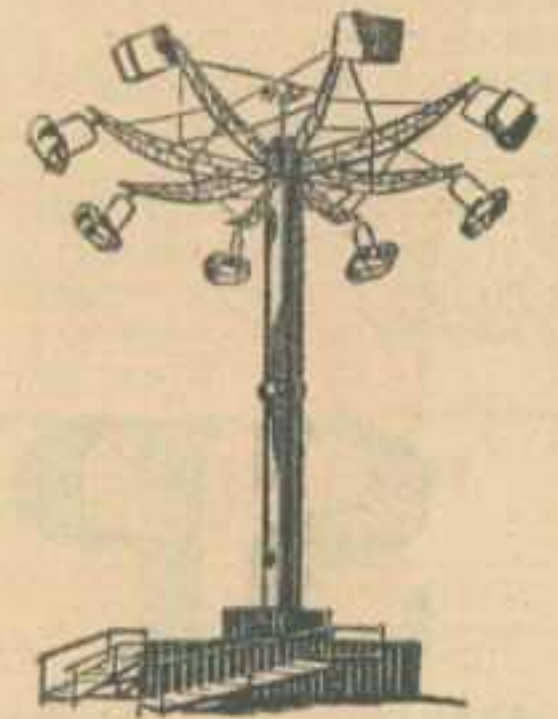
Dorothy Packman, George A. Hamid, Inc., exec, and her hubby, Mack, are on a cruise in Southern waters. . . . Concessionaire A. Hymes reports that he will have the novelties at the Hamid-Morton Circus Newark stand. . . . New England Expositions, Inc., has filed a certificate of incorporation with the Connecticut secretary of state. Officers are Morris Wasserman, president; William F. Booth, assistant secretary, vice-president and treasurer, and Thelma V. Birdsall, secretary. All are New Haven residents. . . . Walter L. Main, who is vacationing in Florida, reports he is making his headquarters at the Miami Showmen's Association. He reports visits with Max Goodman, Ray Marsh Brydon, Bill Kelrow and Gus Sun.

Ralph Lockett, general agent of the Johnny J. Jones Exposition, was in and out of Chicago recently on business. From Chi, he headed for the shows' DeLand, Fla., headquarters with stop-overs en route planned at Washington and several other cities. Gerald Snellens, veteran of the World of Mirth Shows staff, also was a recent Chicago visitor. . . . Visiting California fair managers at the recent National Orange Show in San Bernardino, Calif., included H. M. Bruderlin, Hemet Farmer's Fair and Festival; C. B.

(Jack) Afflerbaugh, Los Angeles County Fair; Dan Patch, manager Orange County Fair; Russell Pettit, Santa Clara County Fair; Oren Robertson, San Bernardino County Fair, and Don Jacqua, Antelope Valley Fair. Paul Jones, manager of the Arizona State Fair, also attended the event.

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Engineered and
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Write for descriptive circulars.
EVERLY AIRCRAFT CO. • SALEM, OREGON

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Talent Topics

Aerial Snyders have completed a new rigging and are working out in Miami. They will open in Gonzales, La., April 21. . . . Bill Finch, baton twirler, now at Frank Barbaro's Bowery, Detroit, is receiving wide publicity thru a Stookie Allen strip syndicated nationally by the Bell Syndicate, with sketches and explanatory text on Finch's act.

Acts appearing at the banquet staged in connection with the annual meeting of the New England Association of Amusement Parks and Beaches at the Parker House, Boston, March 16, included the Shanghai Twins, Chinese acrobats; Terry Mayfair, vocalist; Bromley & Barrett, balancing; Rub-

berneck Holmes and Jean, song and dance; the Mystics, mentalists, and the Marino Sisters, acrobats. The show was presented by George A. Hamid, Inc., with the head man of the agency handling the emcee job. Agency's Boston rep, Jacy Collier, and her hubby, Henry Cogert, produced the show.

Buck Leahy, clown contortionist, recently concluded a successful two-week engagement at Cincinnati's Cat and Fiddle nitery. . . . Aerial Millers provided the free attraction at the celebration held in Columbia, S. C., recently under American Legion Post auspices.

Mr. and Mrs. Glen Henry and Mr. and Mrs. Ed Widaman, of Clyde Bros.' Circus, visited old friends, Kay and Kay, acro balancing team, at the Trocadero, Evansville, Ind., when Clyde show was in that city. Mr. and Mrs. Red Lunceford visited the Henrys in that city. The Luncefords made a 300-mile trip and brought motion pictures of the James M. Cole Circus of 1948. They will be with the John Pawling Circus, Red as equestrian director.

Slim Pickens, comedy bull fighter, and John Lindsay's trained bull and mule act have been inked for the '49 Calgary Stampede. Also signed are three gal trick riders, Bernice Dossey, Tad Lucas and Anna Lee Mills. . . . The La Blondes (Bruce and Blondie), aerial bar act, are expecting an addition to the family, Gus Sun Jr. infoes. The La Blondes will play fairs this season for the Gus Sun office. . . . Lang and Lee, comedy jugglers, have been playing the Kansas City area since early January. They begin playing Midwest food shows in April.

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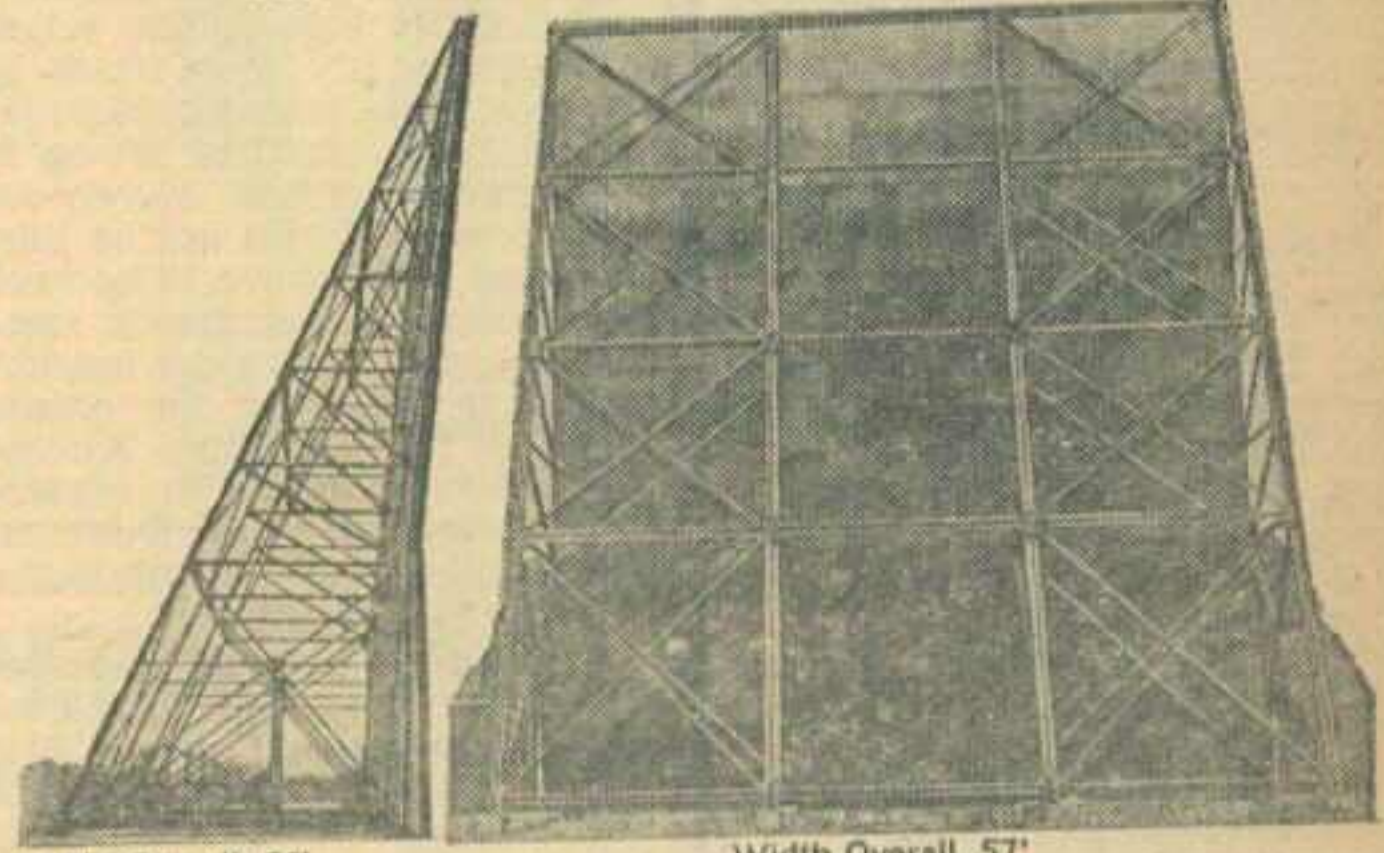
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BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Fangorine.
E. G. CAMPBELL TENT & AWNING CO.
100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

Can. Stampede Date Set
FOREMOST, Alta., March 19.—The Foremost Stampede has been set for June 30. D. A. Brown is president; T. A. Reynar, secretary-treasurer, and A. Stringam, manager. George Ross Jr. will be arena director.

TENTS SHOW CANVAS
CARNIVAL—CONCESSION—CIRCUS
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Secure — Sturdy — Compact — Enduring — Adaptable — Weather, Wind Resistant.

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EVANSVILLE 8, INDIANA



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have the rest Beat a Mile!
Camel HAS BOTH THE EXPERIENCE AND FACILITIES FOR MAKING ANYTHING FROM A SMALL CONCESSION TO A CIRCUS "BIG TOP"!

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3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
M. W. Cards, 5x7, White, Green, Red, Yellow, per 100 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 7 colors, 1000 only, no pads, Size 4-5, M 1.50
3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 3, 5 colors, 1000, no pads, M 1.75
Adv. Display Posters, size 24x36, Each, Cardboard Strip Markers, 10 M for75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3-piece layout for \$5.00
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Chances for Kiddieland at Chi Railroad Fair Dim; See Western Ghost Town as Probable Feature

CHICAGO, March 19.—Probabilities for a kiddieland at the 1949 Chicago Railroad Fair faded this week, tho fair execs pointed out they are still hopeful it will be possible to present one as a new feature of the second year's run of the event. No fewer than eight individuals or groups tendered propositions for a kiddie set-up. Most of these have backed away, fair officials conceded. The difficulty, it was pointed out, is the fair. In seeking to maintain its high public relations and low-priced policies, it has set up stringent requirements which would have to be met by a kiddieland operator.

These requirements include provisions for a physical set-up in line with that of the fair. Merely spotting 8 or 12 rides would not be tolerated. The area would have to be hard-surfaced and striking fronts and some features other than rides would be required to minimize the commercial aspect of the operation. Kiddie zoos, for instance, would be regarded as the type feature which would achieve that result and also maintain the educational aim of the fair.

Some of the aspiring operators who have backed away did so, too, because of high operational costs. This is a highly unionized city, and the demands, operators believe, would be too steep for a successful operation.

100 Days To Get It

Still another unfavorable factor is that there is no indication, much less assurance, of a repeat fair in 1950, so that an operator would have to get

back his initial investment, swing the heavy nut, and get his profit all within the 100-day run this year.

As chances for the small fry set-up waned, the probability of a ghost Western town, with some buck-getting possibilities, as a new fair feature, loomed stronger. Considered tentatively for some time, it is now almost certain the officials will go ahead with plans for Gold Gulch, the name currently holding top favor for the spot.

Plans include an Old Opry House, a Nickelodeon, a shooting gallery, wax museum and a photo gallery, all with money-earning potential. All of those on a commercial basis, tho, will be required to be framed in accordance with the Old West motif and the construction and other physical make-ready will have to be worked off first before the fair and the operators cut money. Plan is for most of the admission-carrying features in the ghost town to go for 10 cents.

In addition to this town, it is planned to incorporate an old-fashioned barber shop, a blacksmith shop and a gold-panning set-up. In the blacksmith shop, horses, used in the fair's big spec, would be shod, and in the gold-panning area fair patrons actually would be permitted to pan for gold, with ores being freighted in for that purpose.

WHEELS OF ALL KINDS PADDLES—LAYDOWNS

FAIR AND CARNIVAL SUPPLIES & EQUIPMENT

- ALUMINUM MILK BOTTLES
- CANDY RACE TRASH
- COUNTRY STORE WHEELS
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- SEVEN-ELEVEN BALL GAME
- SKILLOS
- THUNDERBOLT BUMP RACER
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CIRCUS - CARNIVAL RACE - THRILL SHOWS
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CENTRAL
SHOW PRINTING CO. - MASON CITY, IOWA

- POPCORN
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KIRBY'S PRODUCTS
15 FIKE AVENUE UNION, S. C.

Midway and Carnival Concession game people

WE HAVE THE HOTTEST DEAL OF ALL FOR 1949. A CHAMPION MONEY MAKER •• THAT'S NEW •• REALLY NEW •• NOT SOME OLD MOSSBACK MADE OVER •• EASY TO PLACE IN THE CHOICEST SPOTS •• DON'T SELL YOURSELF SHORT AND WAIT •• SEND FOR FREE ILLUSTRATED FOLDER •• AND LIBERAL 15-DAY TRIAL OFFER.

Patented in U. S. A. and Canada

VAC-BALL EQUIPMENT COMPANY
7709 CLINTON AVE., MINNEAPOLIS 4, MINN.

ATTENTION!

SOFT DRINK CONCESSIONS
Increase Your Profits With
LEMON VIVA!

New Lemon Juice Powder

Both children and adults love it as lemonade. Each 12 oz. tin makes 1 gallon of lemon juice or 6 to 7 gallons of lemonade at a remarkably low cost. Delicious, Healthful, Economical, Convenient.

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For Price and Further Details Write or Call
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a SURE FIRE MONEY MAKER!

- FOR AMUSEMENT PARKS
- FOR CONCESSIONS
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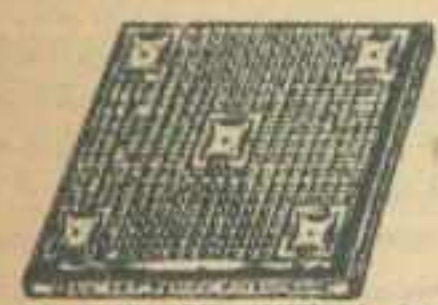


MacGlashan Army Surplus Gunnery Trainer

AIR MACHINE GUN

Cost government \$112.00. Our price, F. O. B. Kansas City... \$24.95
Shoots standard air rifle shot. Holds over 1,000 shot. Operated on compressed air or CO2 gas at 100 lbs. or more. Every gun tested before shipment. Shipping weight, 43 lbs. Terms: Check with order. Money refunded if not satisfactory.

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521 Main Street Kansas City, Mo.



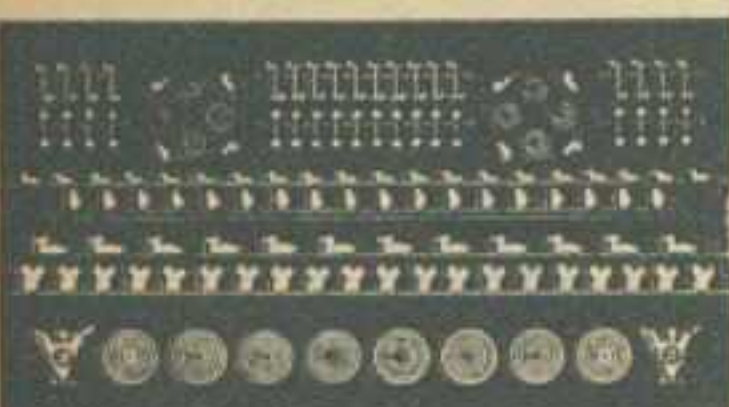
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Size 40x46", Price \$42.50.
Size 48x48", With 1 Jack Pot, \$50.00.
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PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$27.50

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75-Player Bingo \$6.00
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SLACK MFG. CO.
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Long and Short Range Shooting Galleries for immediate delivery. Model 62 Gallery Rifle, \$42.50. Spatterproof 22 Cal. Ammunition, \$80.80 a case. Write today for our illustrated catalog.

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And Supplies for Eastern and Western Type Galleries. EST. 1927 WRITE FOR CIRCULAR
H. W. TERPENING
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GIVE TO THE RUNYON CANCER FUND

MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order. NOW FREE parts given with each machine. We maintain an up-to-date service department.

Electric Candy Floss Machine Co.
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ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 10M, \$10.20 --- ADDITIONAL 10M's AT SAME ORDER, \$2.20
Above prices for any wording desired. For each change of wording and color add \$9.75. For change of color only, add 75¢. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
1 ROLL \$1.00
5 ROLLS @ 75c
10 ROLLS @ 60c

WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your last Number

Crystal Coach Sr. 1949 Model

- GIVES YOU MORE!
- Large Size—7 1/2 feet wide by 12 feet long
 - All Windows of Plexiglas
 - Beautiful Streamlined Design
 - Balanced Weight—Easy To Handle
 - Completely Equipped



Price \$2,631 Plus Tax

You can serve more and you will have more to serve with the new Crystal Coach Senior. Equipped complete with overhead popper, warming counter for popped corn, caramel corn cooker complete with cooling counter and serving counters on both sides, fluorescent lighting, exhaust fan, etc.

ORDER NOW!

The Calumet Coach Co. 11575 S. WABASH AVE. CHICAGO 28, ILL.

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FUN FOR ALL—ALL FOR FUN

Low Investment—High Returns. Write for Details.

FRANK HRUBETZ & CO., Salem, Oregon

<p>STOCK TICKETS One Roll \$ 1.00 Five Rolls 4.00 Ten Rolls 4.00 Fifty Rolls 20.00 100 Rolls 38.00</p> <p>ROLLS 2,000 EACH Double Coupons. Double Prices. No C. O. D. Orders. Size: Single Tin. 1x2 1/2".</p>	<p>A week excuse is worn out before it is half told.</p> <p>We manufacture TICKETS Of every description</p> <p>THE TOLEDO TICKET COMPANY 114-116 Erie, Toledo (Ticket City) 2, O.</p>	<p>SPECIAL PRINTED Cash With Order. Prices:</p> <p>2,000 \$ 6.80 4,000 7.45 6,000 8.50 8,000 9.35 10,000 10.20 20,000 14.40 50,000 19.00 100,000 30.00 800,000 118.00 1,000,000 228.00</p> <p>Roll or Machine Double Coupons. Double Prices.</p>
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WALKY-KOFFEE MODEL 1949. Plug in for about 12 minutes to a 110 Volt electric current. Thermostatically controlled. Hot inside, cool outside, thanks to an excellent Fiber Glass insulation. You may serve from it. Hot Dogs, Hot Hamburgers, Hot Tamales, Hot Chili, etc., and we mean "Piping Hot." It holds up to 60 "hot dogs" in buns with mustard, wrapped in wax paper and napkins. You may also "stack" paper cups with lids, containing coffee, soups, etc. For summer time, when dry ice is used, it's unsurpassed for serving dairy products. By inserting a partition you may serve from this unit hot coffee in paper cups with lids and at the same time a large number of hot sandwiches.

WALKY-KOFFEE MODEL 1949. Plug in to the electrical current. You will always serve about 80 cups of "Piping Hot Coffee." In summer time, ice cold drinks.

Prices C. O. D., F. O. B.
Write for pamphlets to
WALKY-KOFFEE CO., INC.
401 Schweiter Bldg. Wichita, Kansas
Patents Pending Trade Mark Registered

ASTRO FORECASTS
All Readings Complete for 1949

Crystal Balls; Imported
On Hand in three sizes: 2 1/2; 3 inch; 4 1/2; 6 1/2. Write for prices.
Single Sheets, 8 1/2 x 14. Typewritten. Per M. \$6.00
4-p Goldfish Pamphlet, 8 1/2 x 11. 12 Signs.
Any Quantity Each 15¢
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Covers, Ea. 6¢
Sample of each of the above 4 items for 25¢
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NEW DREAM BOOK
120 Pages. 2 Sets Numbers, Clearing and Policy
120 Dreams. Bound in Heavy Gold Paper
Covers, Good Quality Paper. Sample 20¢
HOW TO WIN AT ANY KIND OF SPECULATION 24 p., Well bound 8 1/2 x 11. 25¢
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Answers All Questions. Lucky Numbers, etc. 15¢
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MENTAL TELEPATHY. Booklet of 21 p. 25¢
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Sample postpaid prices. Orders are P. P. Extra.

SIMMONDS & CO.
19 West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices

MAKE BIG PROFITS!

If you want big profits from your concession business buy from Concession Supply Company you'll get dependable equipment. Concession Supply offers a complete line of floss machines, popcorn kettles, waffle molds and candy pullers, all designed for rugged wearability. Concession Supply offers the only direct drive vibrationless floss machine on the market today with all latest improvements for smoother operation at only \$275.00. Popcorn kettles range from 8-qt. capacity at \$12.00 to F. O. B. Toledo. 35-qt. super kettle at \$37.50. Also complete line of new and used floss machines. Write

CONCESSION SUPPLY CO.
World's Largest Floss Machine Manufacturers
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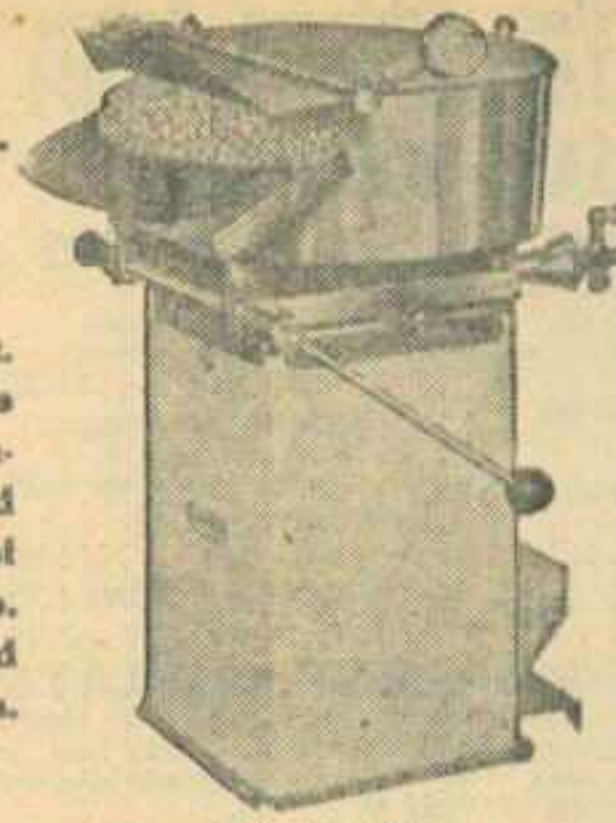
"CUSTARD KING"
America's Foremost Continuous Machine

515 WEST 31st STREET, NEW YORK 1

FOR MAXIMUM POPCORN PRODUCTION

CRETORS Improved Giant Model 41

This auxiliary popcorn machine is a fast, efficient, trouble-free popper that pops corn direct to the seasoning and salt. Patented popper pan construction keeps heat where needed. . . . patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission. Gears run in oil. Heated by manufactured gas, bottle gas or natural gas. Gasoline extra.



Also Available
● Super 60 ● Hollywood 48 ● Cadet 51
● Giant 42 and 43 ● Official Volume Tester

CAPACITY
Pops 2 lbs. raw corn each popping, about 13 bushels popped corn per hour.

C. CRETORS & CO.

602 W. CERMAK RD. CHICAGO 16, ILL.

CUSTARD OPERATORS

● **VANILLA WHIP POWDERED BASE** ●
Just dissolve 20 lbs. in 8 gallons of water to make 10 gallons of liquid mix. Process thru any Custard Freezer. Fine Tasting — Big Overrun — Large Profits.
SPECIAL PRICE, \$75.00 PER 250-LB. BARREL
No refrigeration needed — Will keep indefinitely.

● **SPECIAL DIXIE WHIP** ●

HIGH BUTTER FAT MIX
For use in Mississippi — Satisfactory for new laws. Ask for quotation.
SEND CHECK FOR SAMPLE BARREL NOW.

THE DAYTON FOOD PRODUCTS CO.

57 Years in Food Manufacturing
456 WAYNE AVE. CONTACT OUR DISTRIBUTORS DAYTON 10, OHIO

Everyone Deserves To Know . . . We've Got Everything for Makin' Dough!

THE ONLY COMPLETE REFRESHMENT SUPPLY SERVICE

Save TIME . . . Save MONEY . . . Save WORK
Place ONE Order . . . At ONE Source for ALL the Moolah-Makers on the Midway.

FREE! Engineering and Designing Service for Carnivals, Trailers.
Get a letter off TODAY for complete INFORMATION

We've Got Everything . . . from seasonings to popcorn machines

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POPPERS EVERYWHERE WHO WANT QUALITY

AND SERVICE FLOCK TO SEE OUR COMPLETE LINE OF EQUIPMENT AND SUPPLIES TO MAKE GREATER PROFITS. GET WHAT YOU WANT, WHEN YOU WANT IT AT POPPERS SUPPLY
1315 VINE ST., PHILADELPHIA 7, PA. LOMBARD 3-9020

ATTENTION! ALL CONCESSIONAIRES

SNOW CONES—POPCORN—CANDY FLOSS—CANDY APPLES—COOK HOUSE
Our new 1949 Catalogue will be ready for mailing about March 15th. Please be sure that your name is on our list, for this is one you can't afford to miss. Many brand-new items, all exclusive with Gold Medal, items that will make extra money for you. Get your copy and you will see why it's "Gold Medal—the best line for '49."

GOLD MEDAL PRODUCTS CO.

518 E. THIRD ST. CINCINNATI 2, OHIO

FROZEN CUSTARD MOBILE TRAILER STORE

Fully equipped. Freezer, Cabinets, Fountain, Grill, Water Heater, Tank, Sink, Root Beer Dispenser, etc. 3 large Neon Signs, 31 1/2' long. Windows all around. Protected Bug Resistant White Paint. Space available for living accommodations. Also '47 Dodge 2-Ton Truck, 2-speed axle, 5th wheel. Will sell separately or with trailer. For full particulars contact

MR. ERICKSON
1921 Bertoau Ave. Chicago, Ill.
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POPCORN SNOWBALL CANDY APPLE SUPPLIES

"LOWEST PRICES"
Write For Prices - Telephone 236

KIRBY'S PRODUCTS
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rave notices for **NEWARK'S**

FREE new 1949 illustrated 148-page CATALOG



featuring top-performing **SOUND & RECORDING EQUIPMENT** at dealer-low prices!

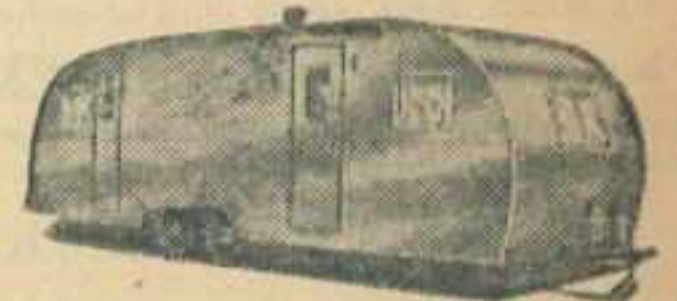
- tubes and replacement parts! speakers!
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- NEWARK gives you the fastest service from the largest on-the-spot stock of standard brand equipment in the country! And Newark is famous for its dependability of service and reliability of equipment!
- 24-HR. MAIL SERVICE - FASTER BY PHONE OR WIRE

3 GREAT STORES! Uptown at 115 West 45th Street and Downtown at 212 Fulton Street in NEW YORK 323 West Madison Street in the heart of CHICAGO

NEWARK MAIL COUPON TODAY
RADIO & TELEVISION Newark Electric Co., 242 W. 55th St., NYC

Dept. C-429 Please send FREE Newark Catalog to:
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ADDRESS _____
CITY _____ STATE _____

Best Buy Of The Year



Had we especially designed model 80 for Show People we could not have done a better job, for it combines three essential requirements . . . livability, durability and road safety.

The frame is rugged—steel channels reinforced with welded cross members. The exterior is bright finish, sheet aluminum. Window frames are aluminum. The roof, also of aluminum, is one continuous section with all joints welded by the remarkable, war developed, Heliarc process.

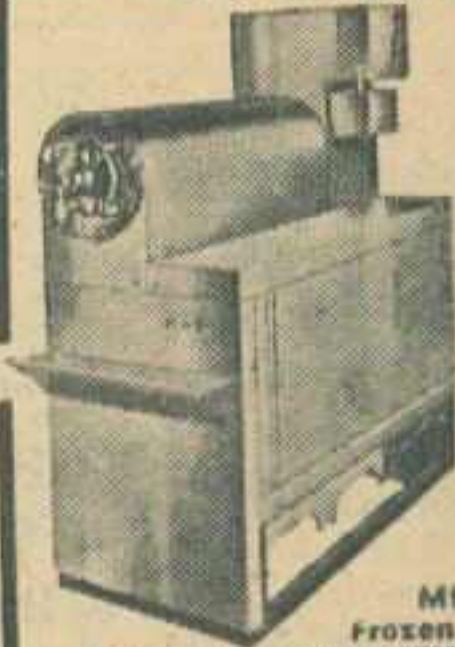
Not only does this construction whip the weather problem, but aluminum doesn't rust —no future painting necessary.

Model 80 is a tandem—two axles, four wheels. That means freedom from tire trouble, perfect balance, easier towing, less strain on your car and positive road safety.

Take our word for it, the interiors of these new Almas are beautiful, the equipment luxurious and the arrangement both practical and ingenious. Three large wardrobes, salon chairs that instantly convert to two single beds, hot water—a shower if you desire—and some original Alma touches in the way of cabinets and fixtures that make this the best buy of the year. Deliveries are now being made.

SEE YOUR ALMA DEALER NOW
ALMA TRAILER COMPANY
ALMA 3, MICHIGAN

IT'S ENTIRELY NEW



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Continuous DIRECT DRAW DAIRY FREEZER
WRITE FOR FREE ILLUSTRATED BOOKLET

Frank Thomas
Mfrs. of Eco-Way Frozen Custard Machines
GENERAL EQUIPMENT SALES, Inc.
814-824 S. West St. Indianapolis 2, Ind.

Look at Our New Dallas Address Below
HERE ARE SPECIAL GET-STARTED PRICES FROM BLEVINS THAT WILL SAVE YOU MORE!

POPCORN ★ PEANUTS ★ FLAVORS

BEE-HIVE Hybrid, guaranteed to make you more money, special price in 5-bag lots, only \$8.90.
BEE-HIVE "331" in 10-lb. cans. Buy 10 cans @ \$1.25 each and get 2 cans FREE. Buy 5 cases @ \$7.50 and get 6 cans FREE! 6 to case.

Raw No. 1 Fancys, Virginia grown, in 5-bag lots, only \$16.00
 Raw Jumbos, in 5-bag lots 19.00
 Roasted No. 1 Fancys 18.95
 Roasted Virginia Jumbos 23.75
 (Peanuts slightly higher in Texas)

SNOW-MAN Concentrates, in 8-qt. lots, only \$1.25 Qt.
SNOW-MAN Syrups, full strength, in 8-gal. lots, only 1.25 Gal.
PRINTED CUPS, 5-M lots 3.00 M
WOODEN SPOONS 1.75 M
METAL SPOONS . 1.75 M

COME BY AND SEE OUR EQUIPMENT DISPLAYS

We have just opened our new HEADQUARTERS EQUIPMENT SHOWROOM in Nashville. If you will come by and see ALL our prize winning equipment before you buy, you'll save more than enough to pay the expense of your trip! Other equipment displays in Atlanta, Dallas and Arcanum, Ohio. A FREE PRIZE IF YOU VISIT US.

BLEVINS POPCORN COMPANY

NASHVILLE Popcorn Village 3098 Charlotte Ave. All the Critters	ATLANTA 650 Murphy Ave., SW Building E, Unit 8 Bart Jones	DALLAS Room 205-Interstate- Trinity Whse. 301 North Market St. Billie Robinson	ARCANUM (Near Dayton, Ohio) Popcorn Square C. A. Stallings
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**Idle Hour Hit
 By Windstorm;
 10G Damage**

Rain Follows Gale

PHENIX CITY, Ala., March 19.—A freak windstorm, lasting about three minutes, hit Idle Hour Park here Wednesday night (9), causing damage estimated at \$10,000.

According to James R. Stiles, park manager, rides and concessions were hardest hit. Concession tops were ripped off, frames toppled over and some frames were lifted into the air to fall on other concession tents. Ride ticket boxes were smashed and several rides were damaged.

The wind, followed by a heavy rain, confined itself to a narrow path. It left untouched sections on each side of the line it traversed.

Negotiations that have been going on for purchase of Idle Hour by the city took a spurt with the arrival of W. H. B. Taylor, Reconstruction Finance Corporation inspector from the Atlanta regional office. Taylor made a two-day survey of the park but made no announcement about what recommendations he would make regarding the sale.

Park business so far is about even with last year's, altho the weather has not been good. A heavy turnout was expected this week-end, gauged on advance ticket sales for the Joie Chitwood show appearing in the park stadium.

Now the winter quarter looter is chasing away the blue birds, because they're making his feet itchy.

Original **COTTON CANDY JONES** Case of 5000— \$15.00
 Less Than Case Lots \$3.50 Per 1000

CANDY FLOSS MACHINES
 CERTIFIED COLORS
 VANILLA FLAVORS
 4x12 KRAFT PAPERS

C. R. FRANK
 National Distributor

2018 Olive St. St. Louis 3, Mo.

Multiplex Faucet Co., Serving the Trade 43 Years

About a 4c Profit on a 5 cent Sale!

**The Multiplex
 ROOT BEER BARREL**

IN THREE SIZES 8 GAL. 17 GAL. 45 GAL.

It Advertisises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive!

Draws any size drink continuously without turning lever off—10 to 15 drinks per minute—Draws delicious solid drink with slight amount of foam when handle is turned to one side, and a creamy drink when turned to other side.



STURDY OAK STAINLESS STEEL HOOP

Manufacturers: **MULTIPLEX FAUCET CO.** 4325-B-Duncan Ave. St. Louis 10, Mo.

New ELECTRIC CORN POPPER



TAVERNS
 SCHOOLS
 DRUG STORES
 BUS STOPS,
 ETC.

By all means cash in on the big pop corn business with an Excel, the only low priced big popper on the market. 1002 Premium Hullless Pop Corn, 1 case Popsit Plus Seasoning, 1000 10c size Glassine Printed Bags, 1 case Special Salt.

The complete deal only \$110.90. Write us now for complete circular. Act quick, get ready for spring.

INDIANA POP CORN CO.

MUNCIE, IND.
 (20 years in business)

GIVE TO THE DAMON RUNYON CANCER FUND

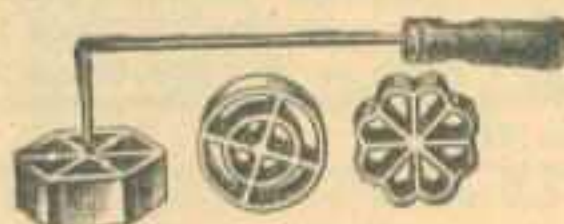
MAKE \$100 A DAY! BUY "CONCESSION"



ALL ELECTRIC CANDY FLOSS MACHINE

New Concession Model 120 floss machine incorporates all the latest developments in smoother, faster operation. Has rheostats for speed and heat control. 25" all aluminum pan. Rubber mounted throughout. Made by world's largest manufacturer of floss machines. **\$275.00**

ORIGINAL WAFFLE MOLDS



Large 4" commercial size of cast aluminum. Round, six sided or scalloped, complete with wooden handles and formulae. **\$2.50 each**



MODEL K5 CANDY PULLER

Why pull taffy by hand? Let the CONCESSION Candy Puller do the job. Can be placed on a table or hung on the wall. Built for 5 pound batch. Can be overloaded 50%. Enclosed gear case—sanitary. **\$150.00**



Hand-made candy floss cones are old fashioned! Use the new machine-made cones, they're more attractive, sanitary, made of heavy white craft paper. Save valuable time, order today!

\$3.50 per thousand

\$3.00 per thousand in lots of 5,000



ELECTRIC POPCORN OUTFIT

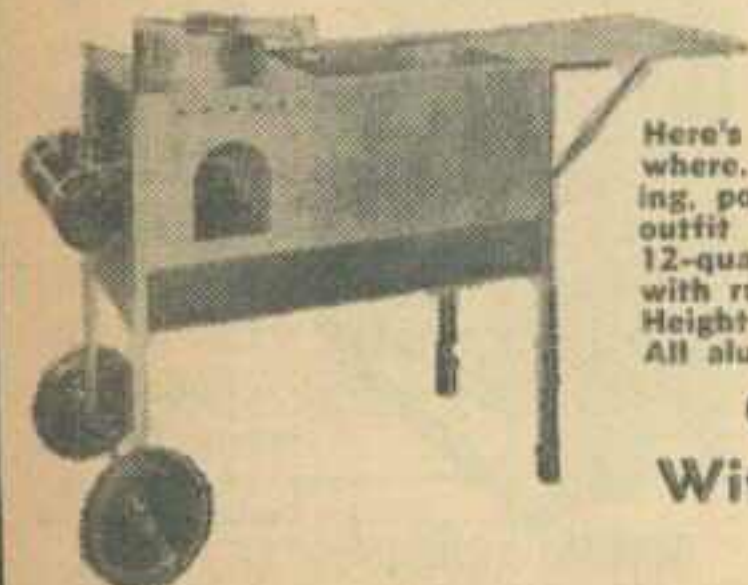
Here's an outfit that will pop more corn in less time than many of the larger machines on the market. Heating by 1500 watt Kromolax heating unit with three different heats. Can also be used for a grill. 8-quart popper pops 1/2 lb. of raw corn at a time. All-aluminum storage case, stainless steel bottom. **\$75.00**

12 QT. SARATOGA ALL-ALUMINUM KETTLE POPPER

Lowest priced popper on the market of equal capacity and quality of construction. Easy to operate . . . dependable . . . all aluminum. Buy now at only \$20.00. Also 35 qt., \$37.50; 8 qt., **\$12.00**



IMMEDIATE SHIPMENT. TERMS: 25% WITH ORDER, BALANCE ON DELIVERY, F. O. B. TOLEDO



PORTABLE POPCORN FACTORY

Here's an outfit that can be set up anywhere. Has storage space for boxes, seasoning, popped and unpopped corn. Complete outfit includes Coleman heating unit, 12-quart Saratoga Kettle Popper, and wheels with rubber tires. Length 36", Width 18", Height 36" with legs, 18" with legs removed. All aluminum construction.

Complete \$125.00 Without legs and wheels, \$110.00

CONCESSION SUPPLY COMPANY

3916 SECOR ROAD

TOLEDO 6, OHIO



OUTMODED!

hand made candy-floss cones are old-fashioned!

Here's the big announcement you've been waiting for! MACHINE MADE CANDY FLOSS CONES (patent applied for) are now a reality! Buy them just as you buy paper cups—made of heavy, white craft paper, never touched by hand—clean, sanitary, attractive.

Consider the advantages of machine-made cones:

1. More attractive—more sales—more profits.
2. Save time—you only make 30c an hour making your own.
3. Meets Board of Health standards—never touched by hand.
4. More accurate check on agent.
5. Easier to stock and transport—always clean.
6. Always ready—no delay.
7. Agents easier to obtain.

These are just a few of the many advantages—you can probably think of many others.

However, if there were no other advantage other than meeting the Board of Health requirements, that one would be enough in itself. Last season there were actually several machines that were closed because of the hand-made cone.

This year there will be many more—in a few years, the hand-made cone will join the old fashioned roller towel and the common drinking cup in obscurity. Don't wait until they close you down. Order NOW!

Original



PRICES:

IN SINGLE THOUSAND LOTS— \$3.50

IN CASE LOTS OF 5,000— \$15.00

IF YOU'RE "FROM MISSOURI," WRITE FOR SAMPLES. JOBBERS' INQUIRIES INVITED.

The name COTTON CANDY CONES is covered by U. S. copyright registration and the cone itself is protected by U. S. patent application

DISTRIBUTORS:

© Chunk-E-Nut Products Co. 281 N. Second St. Philadelphia 8, Pa.	Chunk-E-Nut Products Co. 2905-14 Smallman St. Pittsburgh 5, Pa.	Concession Supply Co. 3916 Secor Rd. Toledo 8, Ohio	Chunk-E-Nut Products Co. 1230 W. Morehead St. Charlotte, N. C.	Chunk-E-Nut Products Co. 1261-65 E. 8th St. Los Angeles, Calif.	G. R. Frank Distributors 2020 Olive St. St. Louis 8, Mo.
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Gold Medal Products Company

818 EAST THIRD ST. • CINCINNATI 2, OHIO

BEATTY ACT LINE-UP SET

Show To Bow In El Monte; L. A. Is Next

30 Clowns Inked

EL MONTE, Calif., March 19.—The act line-up for the Clyde Beatty Circus, which bows for the season here Thursday (24) and the subsequent 12-day run in Los Angeles Wednesday (30), was announced this week.

Acts signed include the Thommens, high perch trio; the Medini family, unsupported ladders; Dorothy Herbert, equestrienne; the Man From Bombay, somersaulters on bounding rope; Princess Musetta, aerialist; the LaForms, flying return trapeze; Johnny Cline, Liberty horses, and Moritz, man or monkey. One of the features this year will be an elephant ballet.

30 Clowns Inked

Show will feature 30 clowns, including Mark Anthony, producer; Dick Lewis, Abe Goldstein, the Silvesters, Melvin Hinkle, Don Hayden, Brownie Gudah and Bobby Kay.

The 18-piece band will be batoned by Vic Robbins. Marvin Smith will have the Side Show. Bobby Kay is training the girls for swinging ladders and web, while Dorothy Herbert has charge of training the menage acts.

S. L. (Buster) Cronin, general manager, has rearranged all the reserves and blues to conform with California and Los Angeles building codes. The job of reconditioning the flats and sleepers was directed by Pat Graham. The new sleeper for workmen, recently purchased from Ringling-Barnum, has been remodeled.

Exec Staff Named

Executive staff includes Paul Eagles, general agent and traffic manager; A. B. Albanese, treasurer; W. M. Petty, chief auditor, and H. L. DeWitt, legal adjuster. Francis Kitzman, manager of Advertising Car No. 1, with a crew of 21, already is billing Los Angeles.

101 Ranch Set for Macon

MACON, Ga., March 19.—Col. Zack Miller's 101 Ranch show has been booked for Porter Stadium here, April 14-16, under joint auspices of Military Order of Cootie and Veterans of Foreign Wars.



ORA PARKS will be the top press agent on the Clyde Beatty Circus this year. His staff will include C. S. Primrose, contracting press; Frank J. Lee and Lloyd R. Dunn, story men, and Norman Carroll, radio and television.

Record for Polack

Western Unit Sets All-Time Attendance Mark for Chicago

CHICAGO, March 19.—Polack Bros.' Western was a cinch to set an all-time attendance record for its Chicago stand this year as the show winds up its 17-day stand here tomorrow night. Louie Stern, co-owner of the Polack org with Irving J. Polack, announced that final attendance figures would hit 150,000.

"That puts Chicago the second best spot on our list," Stern said. Only spot that has topped that figure is Oakland, where we play in a spot that houses 9,000 persons. Medinah Temple in Chicago seats 4,500, but this year we were allowed to stand another 500 and this enabled us to add to our attendance. Our week-end business this year was terrific. For instance, Friday, Saturday, Sunday, Monday and Tuesday (11-15) we registered turnaways."

Stern pointed out that it was nothing new to have sellouts and turnaways on week-ends, but this is the first year that the show registered turnaways on a Monday and Tuesday. Those days, Stern said, usually are light days, but Monday and Tuesday (14-15) we actually turned them

Americano Adds New Acts for P. R. Tour

SAN JUAN, P. R., March 19.—Jerry Wilson's Gran Circo Americano opened its tour of Puerto Rico Wednesday (16) with its big top planted in Munoz Rivera Park, swanky section of San Juan, where it will remain until March 26.

In addition to most of the acts appearing with Wilson's show during its Kingston, Jamaica run several top-bracket numbers have been added to the line-up for the Puerto Rico tour. Topping the list of new acts is the classy Loyal-Repensky troupe of bareback riders.

Also new here is the Brannock troupe, tumblers and acrobats; Miss Vernnis, cloud swing; Great Alfonso (one of the Loyal-Repenskys), juggler, and the Relampagos, roller skaters.

Feature acts coming with the Wilson show from Jamaica are the Wilcos, flying trapeze; Juggling Jewels, nifty fem club tossers; Wells Brothers, triple bar; Don Floyd, wire walker, and the elephants, lions and other animal acts.

Hamid-Morton's Wichita Date Rings Bell; New Pact Inked

WICHITA, Kan., March 19.—The Hamid-Morton Circus, which winds up a seven-day stand here Sunday night (20) under auspices of the Wichita Police Department, rang the bell all the way around.

First of all, attendance and gross figures this year were the highest in the seven years the show has been playing here. Ben C. Truex, general manager of the show, reported. Truex reported the show got off to a great start with an opening-day gross of \$49,500, including the promotion and officers' advance sale. "This increase," he said, "was made possible by a \$21,000 program and the sale of 110 banners. Banner sales had to be stopped because of lack of space in

away.

Al Sweeney, who handled the press for the Polack org for this date, reported as of Friday night (11) the show was sold out for the remaining performances.

This year's attendance total was the best in the seven years the Polack org has been playing the Windy City. Show gave 33 performances during the 17-day stand. Last year the show drew, Stern said, between 90,000 and 100,000 persons.

Mickey Blue was in charge of the promotion here. Program this year was a 180-pager, largest in the history of the Chicago run.

Show moves from here to Dayton, O., where it opens Wednesday (23).

French Units Back To Standard Acts

PARIS, March 19.—Recent programs of both the Cirque Medrano and the Cirque d'Hiver, operated by the Bouglione brothers, have been made up almost entirely of standard circus acts in definite contrast with previous bills which presented a high percentage of vaudeville and revue numbers.

Early March bill at the Medrano featured the Zemganos, flying trapeze, and the Fratellinis and Geretti clowns. Other acts appearing were Chester Kingston, veteran American contortionist; the Raspinis, unsupported ladders; Molinoff troupe, tumblers; Yves de la Cour, high-school horses; the Daniellys, equilibrists; Edoardo Raspini, juggler; Fred Iles Trio, dancers, Teddy Stric, illusionist, and Mylos and Loriot, clowns. G. Mordant fronts the Medrano ork.

The Bouglione brothers, at the Cirque d'Hiver, are featuring their elephants, presented by Vasserot, and lions presented by Joseph Van Been. Also on the bill are the Reynolds, flying trapeze; Olympe, equilibrists; Sobbot's musical porker; the Rovers, high wire; Yong sisters and brothers, acro; Ruddy Bolly, juggler on the wire; Stegaros, novelty balancing act; the Powells, aerialists; Diagora, juggler; Goliath, Little Louis and Karralek, clowns; Polwa, web; Paloma, trapezist; the Pauwels, acro, and Manetti, Pepette and Jojo, clowns. Maestro Brunel wields the baton.

Kelly - Miller Opening Set For April 28

'49 Bow in Hugo

HUGO, Okla., March 19.—The A. G. Kelly-Miller Bros.' Circus will bow for the season here April 28, with plenty of new canvas, rolling stock and acts, Obert Miller, org's general manager, announced.

Acts skedded this year, according to Miller, include a six-person Mexican act, the Gallagher family of seven, the Five Kreils; the Four Rossis, featuring Evelyn Rossi; the Four Khunes, Mary Thorn and Islan and Karen Kay Miller and Gus Kanerva.

33 Trucks

"We have 33 show-owned trucks, 27 of which have semis. The other six pull four-wheel trailers and all but five semis and bodies are of all steel construction," Miller said. "The five not of steel will be rebuilt next year. All semis are painted white, and Al Hill is doing all art work."

Corky Clark will work the Liberty acts, D. R. Miller will work the bulls, Walt Stevens is band leader and Whitey Thorn is the chief electrician.

56 Horses, Ponies

Show this year will have 56 head of horses and ponies and will use a six-horse hitch for its "uptown" ballyhoo. Org has eight large bulls and has purchased four small ones for April delivery. Other animals include a giraffe, believed the only giraffe carried by a truck show; a two-year-old hippo, a black rhinoceros, a South American tapir, 4 camels, 3 zebra, a buffalo zebu, lamas, 6 lions, 10 bears, 2 tigers, 2 leopards, 2 pumas, a black panther and chimpanzees and monkeys.

Three light plants have been added this year, giving the show five all told. Four of the five, Miller said, are the same size and the same make.

Buster Todd will be in charge of the concert, and Chief Yellow Eyes and his troupe will be featured. The Side Show band of seven pieces will (See Kelly-Miller Set on page 98)

Coopers Honored

WICHITA, Kan., March 19.—Dr. and Mrs. E. L. Cooper, prominent members of the Circus Fans' Association and well known by circus folks, were honored by the Hamid-Morton Circus here Friday night (18) during the night show.

Len Humphrey, member of the H-M org, introduced Howard Y. Bary, associate member of the H-M show, who in turn called the Coopers into the center ring. He presented Mrs. Cooper with a bouquet of roses and then presented both with a gold life-time pass to all Hamid-Morton attractions.

"I believe," Bary said in his talk, "this is the first solid gold life-time pass ever presented anyone by any circus."

Under the Marquee

The Big Show will play Bridgeport, Conn., June 13 and 14, in conjunction with the festival skedded to celebrate the anniversary of P. T. Barnum.

Boss canvasman is a guy who can make an actor, who loafs around at set-up time, feel like a bum.

Train porters on the Ringling-Barnum show staged a beach barbecue in Sarasota, Fla., Saturday (See Under the Marquee on page 98)



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HELP WANTED DAILEY BROS.' CIRCUS

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One more Aerial Bar Performer for Chicago Stadium, April 17-May 5. Also man for Second Unit opening Biller Bros.' Circus, April 8, Mobile, Ala.

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N. E. OPS REFLECT OPTIMISM

Strong Bally To Boost Biz

Bigger crowds answer to lower per capita spending —officers re-elected

By Jim McHugh

BOSTON, March 19.—A spirit of optimism prevailed at the 21st annual meeting of the New England Association of Amusement Parks and Beaches at the Parker House here Wednesday (16), despite the fact that most operators anticipate lower per capita spending in 1949. Justifying the bright outlook was the belief that sound operation coupled with strong promotion will build top crowds (See N.E. PARK OPS on page 98)

Hub Confab Notes:

New England Group in Healthy State With 154 Paid Members

By Jim McHugh

BOSTON, March 19.—Fred L. Markey, secretary of the New England Association of Amusement Parks and Beaches, revealed that the org now has 154 dues paying members, in his report at the annual meeting staged in the Parker House here, Wednesday (16). Treasurer Wallace St. C. Jones, who has handled the association's financial assets for many years, reported a healthy balance of \$3,800.

George A. Hamid, whose agency furnished the talent for the floor-show, also handled the emcee chores. The appearance of the Marino Sisters, a trio of fast-moving acrobats, prompted Henry Bowen, of Whalom Park, Fitchburg, Mass., to challenge Hamid to demonstrate story in Collier's magazine wasn't faked. Hamid obliged with a Russian dance and several cart-wheels, without even the benefit of a few warming up exercises. The Marinos, tho urged, refused to get into the act. "He's too good for us," they commented. No doubt they were aware

that Hamid as a youth won the title of "world's champion acrobat" and still maintains a reputation of bouncing suppleness, even tho he is now in his fifties.

Ride Reps Attend

W. J. (Bill) Wendler, head of the Allan Herschell Company and prexy of the American Recreational Equipment Association (AREA), said that manufacturers of rides were concerned with making them good, safe and capable of grossing money. The development of new units is an expensive proposition and has to be tackled with caution. He said his firm spent over \$100,000 in developing Norman Bartlett's Hurricane.

Ride manufacturers and their representatives made a good showing, as usual. Raymond Lusse, of Lusse Bros.; Fred L. Markey, Dodgem Corporation; Bill de L'horbe, National Amusement Device Company; Harry Travers, R. S. Uzzell, Herb Schmeck and Joe Allen, Philadelphia Toboggan Company, and Ben Schiff were among the sales reps present.

Al Martin, head of the Boston talent agency bearing his name, was able to relax thru most of the proceedings, since most of his park accounts had been inked prior to the meeting. Martin aids, Doris Lynch and L. Eleanor Tuttle were on hand for the pent house festivities and the banquet. Social activity in the pent house was in high gear, as usual, and reminiscent of the similar doings staged annually in Chicago's Sherman.

Bill Rabkin and Al Kline were on hand to represent the International Mutoscope Company. Al Blendow represented his Gotham firm, also in the coin-operated field. Lena Keeney was front for the Elliott Ticket Company.

John Collins, Lincoln Park, North (See Hub Confab Notes on page 97)

2 Million \$ Suit Filed in Calif. On Coaster Deal

LONG BEACH, Calif., March 19.—An amended suit against the city of Long Beach and the operators of the Cyclone Racer for \$2,000,000 has been filed by the Neptune Pier Company. Damages are asked for alleged "conspiracy" on the part of the city and the coaster company in entering into the present lease-franchise by which the city receives up to \$35,000 annually from operators of the racer. One million dollars each is asked from the defendants by the Neptune company.

Los Angeles Superior Court Judge Clarence Kincaid ordered the case transferred to the Long Beach Superior Court.

The court is also asked to enjoin the city from collecting payment fees from the coaster company and to set aside the lease-franchise which was voted by the people.

The Neptune company claims ownership of the Cyclone Racer and the pier on which it stands, asserting the coaster company forfeited its rights to the racer by not demolishing the pier under terms of a sub-lease. The case is expected to be tried within two weeks.

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Al Marks Managing Vineland Funspot

VINELAND, N. J., March 19.—Charles Safranek has announced the appointment of Al Marks as general manager of his West Side Park here which is scheduled to open about April 15 with rides and bathing and picnic facilities.

West Side's beach, which is free, extends an eighth of a mile along the Maurice River. An artificial lagoon has been constructed in the park and trees are being planted to beautify the area. Shelters are being erected for the convenience of picnickers. The park has a free gate. Marks is a former theater manager and magician.

Carroll Spends 50G on Rides; Funspot Gets Going April 2

AGAWAM, Mass., March 19.—When Riverside Park bows for the season here April 2, four new rides will be placed in operation. Rides, purchased at a cost of \$50,000, include a Looper, Octopus, Rolloplane and Auto Scooters. In addition, the Flying Jets has been remodeled and the Hi Ball moved to a new location at the head of the midway.

Operating schedule for April includes the entire amusement area Saturday nights and Sunday afternoons and nights. Bowling, skating and outdoor movies will continue nightly. Starting May 2, Riverside will be open every night, plus Sunday and holiday afternoons.

10th Anniversary

This season marks the 10th anniversary of the Agawam resort. Other improvements include five new prefabricated steel buildings, a fire hydrant system, redesign of the midway and relocation of a number of park units. The center of the midway, destroyed by fire last July, has been rebuilt.

New steel buildings will house midway offices, Rollaline, Penny Arcade, Skee Ball alleys and Greyhound Racer, the last-named a new unit. The Penny Arcade, formerly located

under the Flying Jets, will be located in a new unit on the south side of the main midway. In the area formerly housing the Caterpillar, a discontinued ride. Auto Scooters will be located in the former Dodgem building. In the area formerly occupied by the Hi Ball ride, two new units will be located. These are the Rollaline and the Rolloplane.

Special Events

Harry Storin, public relations chief for Carroll, announces a number of special events are scheduled as part of Riverside's anniversary program. Most of these, Storin said, will be staged in the new 7,000-seat stadium. Included will be auto races, fireworks, car giveaways and drum corps meets.

Clambakes, outings and picnics again will be a feature at Riverside. Both the main grove and the river grove are on the general improvement program. A new entrance will be built for the river grove section, providing easier access and more privacy for groups using that grove.

Storin reports that picnic bookings this year are running ahead of last year.

Riverside's ballroom will start operation in May.

Cincy's Coney Sets Orks for Week-End Sked

CINCINNATI, March 19.—Three name bands have been booked by Edward L. Schott, president and general manager of Coney Island here, for the park's series of week-end operations preceding the official opening May 21.

Ray Anthony and his band are scheduled for April 30 and May 1, to be followed by Johnny Long, May 7 and 8, and Sonny Dunham, May 14 and 15. Schott also has arranged for music by the Clyde Trask orchestra for special Friday night dance sessions in Moonlite Ballroom on April 29 and May 6, 13 and 20.

Nearly all of Coney's amusement devices will be in operation over week-ends, April 30 thru May 15, from 1 to 11 p.m. During the regular season the park will be open daily except Mondays.

Cancel Show Plan For Overell Yacht At Coney Island

LONG BEACH, Calif., March 19.—Plans to exhibit the Overell death yacht at Coney Island have been canceled by the new owner, attorney Ray Mayfield, who purchased the craft for \$1,900 at a recent auction. The yacht is being overhauled and will be taken on a cruise to Acapulco, Mexico.

Since Beulah Louise Overell and her fiancé, Bud Gollum, were acquitted of the charge of murdering her parents on the yacht in Balboa Bay, in March, 1947, it has been displayed at Virginia Park. Lack of interest in the yacht promoted concessionaires to auction it off.



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Rock's Playland To Bow Early With New Units

NEW YORK, March 19.—Rock-away's Playland, top-ranking amusement park of Rockaway Beach, will open several of its attractions next Sunday (27) as part of a three-phase opening which will be climaxed with full-scale operation of all rides and concessions in June.

After a six months' program of repainting, redecorating, reconstruction work and the installation of new rides, the park will start the season March 27 with the opening of its Kiddie Park, Merry-Go-Round and Penny Arcade. A Whip, Ferris Wheel and boat ride have been added to the Kiddie Park's line-up of rides. The Penny Arcade, housing 275 machines, will become one of the largest of its type with the planned addition of another 100 amusement machines to its set-up. The 75-horse Merry-Go-Round has been repainted for the opening.

The Merry-Go-Round, Kiddie Park and Penny Arcade will be open only Sunday afternoons until April 9 when all rides and concessions in the park will operate Saturday and Sunday afternoons. Beginning May 15 the park will be open evenings and Saturday and Sunday afternoons. In June regular, daily operation will go into effect.

Fireworks, Acts Set

For its 22d season, according to President A. Joseph Geist, Playland will continue its policy of weekly Wednesday night fireworks, starting June 29, and twice-a-day presentation of free aerial acts above the midway. Colorful lighting has been added and new fronts erected. New front is being constructed for Davy Jones' Locker, which will feature a large illuminated tank containing live fish and marine fauna. The park's p.-a. system will again carry musical programs to all parts of the park.

Arrangements with the Wilson Line for daily boat excursions and also a program of special events are being mapped out in anticipation of busy summer season.

Edgewater Opener Skedded April 15

DETROIT, March 19.—Edgewater Park here will bow for the season April 15, Manager Jack Dickstein announces. Spot is using plenty of newspaper, radio, streetcar and bus advertising.

Policy this year will be unchanged from last year, Dickstein said. Free acts will be used again on a one and two-week basis. First free act probably will show April 22.

Mrs. A. W. Ketchum Dies in St. Louis

ST. LOUIS, March 19.—Mrs. Adrian W. Ketchum, wife of the owner of Forest Park's Highlands Park here, died Sunday (13) of a cerebral hemorrhage.

Private funeral services were held in the Calvin F. Feutz Funeral Home, St. Louis, Tuesday (15). Burial was in Calvary cemetery, St. Louis.

Surviving are her husband, her parents and a sister.

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2 Three-Seated Lead Cars, complete with 6 Three-Seated Follow-Up Cars and Canvas Covers
1 34-inch idler, complete with Bearing and Shaft
5 18-inch idlers, complete with Bearings and Shafts
30 Eccentrics for Squeeze Brakes
2 Safety Chain Dogs
10 Transfer Table Wheels
This equipment manufactured by and at present in storage at National Amusement Device Co., Dayton, Ohio. New Equipment—never been in use—immediate delivery. REASON FOR SALE: Building restrictions. Apply

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SUN, GATE UP AT ORANGE SHOW

21,000 Attendance Increase First 7 Days; Olsen-Johnson, Plus Hope, Pack 'Em Inside

Comics a Potent Pull in New 600G Entertainment Bldg.

SAN BERNARDINO, Calif., March 19.—The 34th annual National Orange Show is running 21,000 over the 1948 attendance for the first seven days of the 11-day run. Figures up to and including Wednesday (16) showed 174,292 paid admissions, as against 153,593 in '48. Top day was Sunday (13), when 48,113 filed thru the turnstiles. Expo officials expect the final Sunday (20), if given good weather, to top that figure. Big break for the show has been good weather, this being the first time in 32 years the event has not been under a deluge. Last year grosses were clipped due to downpours. The new \$600,000 entertainment building, offering Olsen and Johnson in a streamlined version of *Hellzapoppin*, is featured and is doing a huge business. With Bob Hope in a guest appearance Sunday (13), the show played to a large number of standees in the 5,000-seat building.

There were so many standees, in fact, that the cast had some misgivings in facing them. Standees at performances were common, and the cast after the initial performance showed no difficulty in playing before them. For the last half of the run, the Olsen and Johnson routine was changed to pull repeat business.

Admission to the grounds is \$1, with this entitling patrons to view the show. However, an additional charge of 50 cents is made for seats.

The unprecedented cold winter was expected to cut down the number of exhibits, but the freeze apparently had no effect. In fact, major exhibits numbered 21, three more than last year, with Tulare County, Imperial County and the Ramona Pageant as the newcomers.

Much credit for overcoming the possible effects of the severe winter, so far as the public was concerned, was given Russell Z. Smith, secretary-manager, and Earl Buie, publicity. In order to sell Easterners on the event, the show queen was sent on a 10-day air tour of major Midwest and Atlantic Seaboard cities. The success of the stunt will result not only in its repetition but in elaboration, with a prize to go to the queen contest winner.

The fair used 66 24-sheet boards in Southern California and a tie-up with an oil company gave it 215 A-boards at gas stations in the area.

Fruit racks at the show this year were extended from 600 to 712 feet. Another change was the relocation of the midway, with that area being shifted from south of the main entrance to the north side, thus giving it more frontage.

Fredericksburg, Va., Meeting Set To Plan Four-County Annual

FREDERICKSBURG, Va., March 19.—A meeting has been arranged for March 25 by this city's representatives and those from four surrounding counties to set up a permanent organization to plan for a four-county fair. Participating will be King George, Spotsylvania, Stafford and Caroline counties and the Fredericksburg Chamber of Commerce.

Groundwork for the organization is being prepared by William D. Reamy, Gordon Hildrup, Robert Eager, Frank Tulloss and J. Frank Coleman. Officers will be elected at the meeting.

77G Purchase Doubles York Ground Area

Expansion Move Seen

YORK, Pa., March 19.—The York County Agricultural Society purchased at public auction, Saturday (12), 115½ acres of land adjacent to its present 120-acre site for \$77,000. Samuel Lewis, president and general manager, said the added land will accelerate expansion and ease the parking situation which has been diminishing in recent years due to a growing demand for exhibition space.

The fair has until June to complete arrangements for the transfer of the new ground. At that time, the fair will employ engineers to analyze the plot for future use. Tentative plans call for using part of it this year as a parking area.

Part of the land has been taken over by the State Highway Department. The fair will receive damages for all land used for highway purposes and this will make the purchase price much longer, Lewis said.

The walking distance from the pro-

(See York Expands on page 99)

Mich. Governor's "Freeze Order" Modified; Detroit Plans Go Ahead

DETROIT, March 19.—Administration of the Michigan State Fair this week simmered down to a tentative truce, with Gov. G. Mennen Williams modifying considerably the "freeze" order on employment contracts, as originally announced.

Lawrence L. Farrell, executive secretary to the governor, explained the order will mean primarily a review of the fair operations. Meanwhile, the State civil service director, Arthur G. Rasch, advised the fair management that "our only legal interest is whether civil service is being circumvented."

Governor Conceding on Funk

Williams apparently concedes Hazen E. Funk, fair manager, is irremovable under the existing legal set-up despite the governor's expressed "lack of confidence" in Funk, and both fair and State administrations appear to be buckling down to the job of having to work in harness despite their differences for the centennial fair planned for this year.

Lester Schrader, president of the fair's board of managers, defended Funk as "easily worth" his salary of



CARL TYNER has been named secretary-manager of Indiana State Fair, Indianapolis, succeeding Orval C. Pratt, resigned.

Mass. Fairs To Hold Spring Meeting in Springfield, April 14

BOSTON, March 19.—The spring meeting of the Massachusetts Agricultural Fairs Association will be held in Springfield April 14.

A noon luncheon will be followed by discussions on the importance of industrial exhibits, uniform rules for livestock shows and the relationship of 4-H District dairy shows to major fairs.

The Massachusetts Fairs Racing Association will also meet at this time.

At night, in the Hampden County Improvement League Building, West Springfield, the 20th annual Western Massachusetts Fairs dinner meeting will be held. Reservations are in charge of L. B. Boston, Hampden County Improvement League, West Springfield. Tickets are \$1.25. Topics slated for discussion at the night session include simplified record keeping, operation of concessions by fairs, State prize allotments and Grange exhibits.

\$7,500, pointing out that "managers of county fairs do better than that."

Clarence Harden, board member, and past president of the International Association of Fairs and Expositions, supported the position of the board, saying that its members are experts "better qualified than the governor to decide on selection of good judges."

Again Talk World's Fair

In the meantime, plans for an expansion of fair activity into the projected world's fair, discussed here for several years, were reactivated by the world affairs committee of the Detroit Board of Commerce, headed by Robert Frost.

Present plans, instead of projecting use of a new site which would be miles away from the city proper, unless wholesale condemnation proceedings were used, centering on using the present fair property and modeling plans on a more modest scale than originally considered. Present objective is more in the nature of an international trade fair than a world's fair in the usual sense, and patterned distinctly after the Canadian National

Hoosier Board Names Tyner New Manager

Follows Governor's Demands

INDIANAPOLIS, March 19.—Carl Tyner, 50, Tipton County farmer and dairy cattle breeder, Tuesday (15) was appointed secretary-manager of Indiana State Fair to succeed Orval C. Pratt, Rockville, who resigned recently to become secretary-manager of the Allen County Fair, Fort Wayne, and racing secretary of the New Fort Steuben (Ohio) race track.

Appointment of Tyner, a member of the State Fair Board, was made by that group. Tyner is a Democrat, altho the board which appointed him is Republican dominated. In naming him, the board yielded to the demands of Gov. Henry F. Schricker, himself a Democrat, that a Democrat be appointed. The governor will appoint Tyner's successor to the fair board.

Headed Police, Parking

As a member of that group, Tyner served as director of police and parking. He and his son operate a 384-acre farm near Sharpesville, specializing in the raising of purebred shorthorn cattle and Hampshire hogs. He has been active in breed association activities and served as Tipton County's 4-H Club president from 1940 to 1942.

Pratt, it was reported, is to move to Fort Wayne, where he will be occupied 10 months of the year, spending the other two directing operations at the Fort Steuben race track.

Holland New Press Chief

Earl Holland Jr., veteran Indianapolis newspaperman and public relations director, was named recently as the State Fair's new publicity director. Roger G. Wolcott, Indianapolis, a member of the fair board, made the appointment. Holland takes the place vacated when George Shull resigned to become advertising director of the *Farmers' Guide*.

A native of Indiana, Holland, who has spent most of his life in Indianapolis, is no newcomer to the State Fair publicity office. Last year he assisted Shull in that department.

Record Horse Purses

For 13 years Holland was employed by *The Indianapolis Star* as reporter and rewrite man and more recently was associated with a St. Louis public relations firm for which he toured Indiana. He was educated in Indianapolis schools and attended Indiana University Extension College and Butler University.

State fair will offer the largest harness horse purses ever offered by any fair, L. Orville Miller, superintendent of speed, pointed out this week. Purses will exceed \$145,000. In 1948 the estimated outlay for purses was \$134,000 but the actual pay-off totaled \$146,296.95. The two top stake events will carry estimated purses of \$34,000 and \$30,000.

Exposition in scope. According to Charles Figy, State director of agriculture, the present fairgrounds site is about one-fourth larger than the Toronto Exhibition site, and could be made adequate for the purpose with suitable construction.

Largo, Fla., Buys Additional 38 Acres; Inks Plant Designer

LARGO, Fla., March 19.—Pinellas County Fair recently purchased a tract of 38 acres adjoining the present fairgrounds, making a total of 56 acres available for fair purposes. A half-mile race track and a grandstand for horse shows and race meets are planned for the future.

R. J. Pearse, fair designer of Raleigh, N. C., has been signed on an annual retainer basis. Pearse has wide experience in fair planning garnered from extensive observation throughout the country.

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Close-Ups:

George B. Flint, 62, Has Filled Many Roles in 53 Years in Biz

(Continued from page 56)

did she comply that George upon his return to school was able to pass exams which jumped him two years ahead of his class.

At 13, Plays Melodrama

He continued in school for two years and at 13 again took to the road, this time in the role of the banker's son in the melodrama, *Kidnaper in New York*, which played the Stair & Havlin Circuit, and carried him for the first time to Chicago, where the show played the old Bijou Theater.

George's heart definitely was on stage and not in school but he did contrive to finish out all but his senior year in high school, meanwhile continuing with stage parts. In 1904, he and some schoolmates formed their own company and played one-night stands thru Central Michigan. The venture clicked financially but folded, he recalls, because some of the other members of the company were not real troupers.

In succession, he was with G. Lote Silver's New York Minstrels, playing end man; the Myrtle Harder Stock Company and the Maude Henderson Company. In the summer, between seasons, he worked in Detroit as an expert meter repair man.

Recalls Panic

The worst season, he remembers, was 1907, a panic year, when he was stage manager, juvenile lead and doubled in the band with C. R. Reno's *Uncle Josh Simpkins* company. There was no cash available then. Only script, valid in the town in which it was issued, was to be had. But somehow, the show pulled thru, he recalls.

It was that year, while playing the Wallace Theater in Peru, Ind., that he met the present Mrs. Flint, then the pianist at Peru vaudeville houses. They were married April 29, 1908, in Toledo.

The following year George turned to the booking end of the business when he went with Henri La Vardo, pioneer vaude booker in the Central States, with offices in Grand Rapids, Mich. La Vardo at the time booked some 70 theaters and also some fairs, and this led to George's first crack at booking outdoor acts into fairs and parks. One of the early acts he booked was the Gregg brothers, doing a cage of death bicycle act. One of the bookings he made for the Greggs was in Manistee, Mich., where the theater owner also was the owner of a lumber yard. And, Freddie Gregg sold the theater-lumber yard owner into financing the construction of the equipment for *Autos That Pass in the Air*, an act which brought the Greggs no little money and much fame before they switched to a cannon act.

Writes Musical

In 1909, George, who had picked up a substantial knowledge of things electrical while working as a meter expert, wrote a musical comedy, *Bachelor's Tale*, with wireless, then a new thing, as the basis of the plot. The unit carried two miniature spark coil wireless sets, which proved a curiosity to the towners, but it was not a money-winner. In 1911 he returned to La Vardo and Grand Rapids, concentrating this time on fair booking but also putting out a combination freak-vaudeville tent show at fairs.

In 1913, he brought out the first gal revue to play a Chicago loop cafe, but after two months, George, failing to get the unit's price increased, went into burlesque for Izzy Weingarden. He continued in burlesque thru the beginning of World War I. The first draft caught him touring Canada with a unit for W. B. Sherman and he jumped back to Minneapolis to produce a revue for the Radisson Hotel for Charlie Bohler.

Two months before the armistice, he bought the Virginia Theater in Boone, Ia., and presented motion pictures, vaude and one-nighters there until 1921 when he returned to Chicago to produce a revue at the since discontinued Terrace Gardens. George turned out a new revue every month for nearly three years at the Terrace Gardens, with Bobby Arnst and Ruth Etting among the stars presented.

Century of Progress

While producing the Terrace shows, George lent Bohler assistance in producing the Chicago operetta, held in connection with Chicago's Century of Progress and also produced several large outdoor revues for Henry B. Marks. Then, too, he also found time to put out a style show for fairs which proved an outstanding success.

During the early run of the Terrace shows, Bohler became a partner in the Chicago booking agency which up to then had been operated by Dwight Pepple, now general agent for the Polack Bros.' Circus. Flint handled one of the booking desks in the office. George terminated that connection by becoming head of the press department of the Carrell Theatrical Agency, then Chicago's largest independent vaudeville booker, handling that chore along with his production activities at the Terrace Gardens and other spots.

It was while associated with Carrell that George supervised the construction of a portable radio station and obtained the first license for such units. These were booked by Carrell in theaters thruout the country, and, owing to the newness of the radio, they proved a strong lure. Carrell from this beginning plunged wholeheartedly into the radio and eventually became the owner of six full-scaled radio outlets.

Goes Into Publicity

George left Carrell early in 1925, became publicity chief for the Billy Diamond Agency, Chicago, and con- (See Flint Close-Up on page 99)

5,400 See Rex Mays Win

GARDENA, Calif., March 19.—Rex Mays walked off with the 30-lap feature at Carrell Speedway here Sunday (13) before 5,400 fans. It was the first time this winter Mays hit the jackpot in AAA big car races. Johnny Mantz took second spot with Mel Hansen third.

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ANNUAL FAIR WEEK, CARBON CO. AGRICULTURAL ASSN., KNOWN AS

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LEHIGHTON, PENNA.

Strates Org Tabs Healthy Miami Take

\$1,352 for MSA

MIAMI, March 19.—Altho some of the concessions and other midway attractions reported light business here during the 10 days of the Mahi Shrine-sponsored Dade County Fair James E. Strates, owner of the shows bearing his name, said the org finished on the right side of the ledger.

According to E. Ross Jordan, fair manager, grosses this year topped those of previous showings. Winter tourist dough was plentiful, the weather was ideal, exhibits were greater and new gate and midway gross marks were set. Matinees, except for Children's Day, Tuesday (8), was light, with the big play coming at night. Nate Eagle's *Hollywood Midget Movie Stars* clicked heavily throughout the week.

Claude Bently reported a top week for his Side Show and good biz was reported by Jack Norman's *Broadway to Hollywood Revue*. Even tho most ride takes were not up to expectations, they all came in for fair business and some reported it very good.

The death of Fred Fornier, vet concessionaire with the Strates org, closing day, Sunday (13), was a shock to the personnel.

On Thursday (10) at midnight the Miami Showmen's Club staged its annual jamboree in Jack Norman's top. Showmen attended in large numbers and accounted for the raising of \$1,352.

Pine State Tees Off At Macon; Lawrence Greater Due In Soon

MACON, Ga., March 19.—Pine State Shows, with Johnny Caruso operator and Bill Reese general agent, opened a local date at the State Farm Market lot here Saturday (12), but ran into cold, rainy weather in the early days of the stand. Org has two rides and about 25 concessions. More rides and several shows are to be added later, Reese said. Sponsor for this date is American Legion Post No. 3.

Lawrence Greater Shows, which have wintered in Savannah, have contracted to play Macon March 28-April 2, using the Georgia State fairgrounds in Central City Park. Herb Shive, general agent, has inked deal with 40 and 8 Society, with Police Chief Ben T. Watkins and Park Chairman A. Mack Dodd as co-chairman of the carnival engagement.

Visit of the Lawrence org will mark first spring date to be played by one of the larger carnivals in Macon in past 10 years.

Leo T. Riley, 57, Dies Following Brief Illness

PEWAUKEE, Wis., March 19.—Leo T. Riley, 57, formerly with Midwest carnivals and more recently operator of a restaurant here, died Sunday (13) following a short illness.

Born in Paola, Kan., he was in the carnival field for many years. Before coming here he was in the automobile business in Milwaukee. A Mason, he was a member of the Khurum Consistory, Minneapolis.

His widow, Alta; a son, Hugh, Peoria, Ill.; a daughter, Mrs. Boydston, Los Angeles; four brothers and a sister survive. Services were held Wednesday (16) at Harder Funeral Home, with burial in Pinelawn Cemetery.

Cavalcade To Have Name Star, Says Wagner; Could It Be Sally?

MOBILE, Ala., March 19.—Cavalcade of Amusements this year will come out with a name star to head the shows' girl revue, Manager Al Wagner announced at winter quarters. Pressed to disclose the name of the star, Wagner declined, saying that actual contracts had yet to be signed.

The announcement that a name attraction would be with the Cavalcade gave rise to renewed speculation that Sally Rand, last year with Royal American Shows and the year before with Hennies Bros.' Shows, would be featured. As yet, La Rand has not contracted to go on the road, tho her manager, Harry Finklestein, has been conducting negotiations which again would place her on a carnival.

Shows Are Re-Inked

Mrs. Ike Rose again has contracted her Midget Show and Charlie Taylor's Minstrel Show will be back, Wagner said.

Two new show fronts have been built in quarters, and others are being refurbished. Eddie Marconi shows' artist, has been busy for several months. All wagons have been painted, and, judging by the appearance at this date, shows will take to the road flashing more color than in any previous year.

Add New Dipper

A new Dipper is to be added to the org's battery of rides, with delivery promised in time for the opening stand. Several new wagons have been built under supervision of Frank Segur. Other equipment is being readied by a crew directed by P. J. Lane.

Fred Nash is on the home stretch of his program of overhauling all of the shows' motors. Jack Baillie and his crew are readying the cookhouse and grabstand equipment for the April 16 opening here.

Joe Scholibo will serve as assistant manager, Wagner said. Arthur Artherton, who has been here all winter, will continue to hold down the office. Raymond Morris will head the advance brigade, for which a new GMC panel truck has been added.

Berger in Chicago

General Agent Louie Berger is in Chicago following a visit to quarters.

Dupree and Keeler Join in One Show; Will Tour 4 States

LA MESA, N. M., March 19.—The James Dupree and Ross Keeler organizations have joined, and will be known as the Dupree and Keeler shows. Dupree will be general agent, and Keeler will direct activities on the shows.

All equipment of both orgs was repaired and repainted during the winter, and the shows' own plant furnished enough power to light up the midway for the opening in Anthony, N. M., Wednesday (9). Dupree will leave soon to complete the '49 route thru New Mexico, Montana, Nebraska and Kansas.

Rides and shows on the new outfit include Merry-Go-Round, Ferris Wheel, Merry Mixup, kiddy Jeep ride, Monkey Motordrome and Wild Life Show. Ride personnel includes Guy Barrington, Robert (Preacher) Graham, Hank Mueller and Mac MacDonald.

Concessionaires are Mrs. James Dupree, cotton candy and candy apples; Mr. and Mrs. H. F. Menke, cookhouse; Mr. and Mrs. Emil Hyde, popcorn and snow cones; Freddie Menke and Charles Feagin, bingo; Mr. and Mrs. Ed Bergman, glass pitch and country store; Harry Gold, ball game; Walter Scott, cigarette shooting gallery; Mr. and Mrs. D. R. Ramer, bumper, and Manuel Vigil, photos.

The season's route is virtually set, with 12 fairs booked. Two more, now pending, will keep the shows busy until early November.

Negotiations to build new buildings here next fall are under way, according to Wagner, who said that they are needed to house the shows' equipment.

Wagner and Mrs. Wagner returned to quarters here recently after visiting Florida and Mexico.

Weather Ideal, Hennies' W. Q. Outpaces Sked

HOT SPRINGS, March 19.—Ideal weather has prevailed here for the past three weeks and, as a result, the winter quarters make-ready for Hennies Bros.' Shows is running ahead of schedule. All wagons have been done in China red with green trim. Five new show fronts have been built and only the painting on two of these will not be complete before April 2. Opening date here has not been set, tho it is planned for early in April.

Trailer Park Set Up

Arriving personnel living in trailers have been pleasantly surprised by the trailer park established inside of the quarters' area by Owner Harry Hennies. Park is used exclusively by show personnel.

A new steel office wagon has been constructed for Secretary Johnny Oblock. It is to be equipped with the latest business machines to speed up office operations.

Add Snake Show

A Snake Show will be new to the line-up this year, Hennies announced this week. The gal revue will be titled *Out of This World* and have a cast of 15 headed by a top burlesque-stage name, he said. However, he did not reveal the name to be featured in that unit.

Posing Show will feature Princess Chio, Chinese gal, and will be titled *Mrs. Grundy and Her Scandalous Girls*.

Stress will be placed upon the Minstrel Show. New front for this unit is built and is painted with a scene depicting a river showboat. Quarters activity is supervised by Charlie Sheesley.

Fred Fornier, Strates Concessionaire, Dies

MIAMI, March 19.—Fred Fornier, vet concessionaire with the James E. Strates Shows, died here last Sunday (13).

For 20 years Fornier and his wife, Frances, operated concessions with the Strates org, joining it while the shows were in their infancy.

Funeral services were held here Wednesday (16), with burial in the Southern Memorial Cemetery. Many floral contributions were received from friends and associates from all over the country.

Pallbearers were James E. Strates, Earl Truax, Albert Campbell, Joseph Schiavo, Rocco Marroletti and Jack Demarco, all members of the Strates org.

Ride Victim Awarded 7G

RICHMOND, Va., March 19.—The Federal District Court jury Saturday (12) awarded W. G. Weaver \$7,000 in a damage suit for \$100,000 against the World of Mirth Shows. Weaver claimed he suffered serious injuries on a ride of the carnival at the Winston-Salem Fair, October 11, 1947.

C&W Begins '49 Season April 9 At Harrisburg

PETERSBURG, Va., March 19.—Cetlin & Wilson Shows, sporting 35 railroad cars as well as several new shows and rides, cracks the new season at Harrisburg, Pa., week of April 9, under auspices of the local Youths' Club. John W. Wilson and Issy Cetlin, C&W bossmen, arrived back in winter quarters here this week from a Florida vacation to supervise final preparations.

Cetlin & Wilson org is set for the Centennial at Greensburg, Pa., week of May 23, and Decoration Day week will be put in at Uniontown, Pa., under the joint vets' groups. Fourth of July date is Beckley, W. Va., with local merchants and firemen co-operating on the auspices.

Mrs. John W. Wilson returned here this week from University of Virginia Hospital, Charlottesville, where she spent four days for a minor operation. Harry Benjamin, C&W concessionaire, rushed to a local hospital for observation early this week, has been released and is mending okay.

R. C. McCarter, shows' general agent, returned early this week from a booking trip which included a visit to his farm at Harrisburg, Pa., where Mrs. McCarter is residing. Ralph Lockett, Johnny J. Jones general agent, was a visitor at C&W quarters Thursday (17) en route to his home in this State.

Al Dorso and George Goodman have opened their cookhouse in quarters and are in the midst of framing a cafeteria for the new season. New canvases were received this week for the Raynell Girl Show and for her new unit, *Manhattan Merry-Go-Round*.

Two Ky. Fairs, One Celebration Added To Gooding's Route

COLUMBUS, O., March 19.—Two Kentucky fairs and one celebration new to the Gooding Amusement Company have been contracted by that organization, Floyd E. Gooding, president, announced here this week. The fairs are Shelby County Fair, Shelbyville, and Daviess County Fair, Owensboro. The other is the Catlettsburg Centennial Celebration, scheduled for late July.

Fifty rides already have been overhauled in Gooding winter quarters here. An additional 20 will be overhauled before the season's opening.

Nine units are to be operated at more than 80 fairs. American Exposition Shows will tee off April 15, with the Greater Shows scheduled to bow April 21.

O. C. Buck Preem Set For Troy, N.Y., Apr. 2

TROY, N. Y., March 19.—Owner Oscar C. Buck, of the shows bearing his name, this week announced that the org would preem here, its winter quarters home, April 21.

Winter quarters work has been progressing rapidly as the result of exceptionally mild weather. Units ready to go include Roxie Lee's Revue and Posing Shows, John Thiel's Monkey and Wild Life shows, and Jim Thompson's Side Show. Orville Hagen will have the Drome. Rides are being refurbished under the direction of William Beldock, superintendent.

Manning Inks Crawford

NEW YORK, March 19.—Jay (Doc) Crawford has been signed by Ross Manning, owner of the shows bearing his name, as contracting agent and publicity director. The show will open April 16 in Burlington, N. J.

LAST CALL **LAST CALL**
SILVER SLIPPER SHOWS

OPENING FRIDAY, APRIL 1st
MULE DAY CELEBRATION, Columbia, Tenn.
 2 SATURDAYS — 10 BIG DAYS — 2 SATURDAYS

Concessionaires and Ride Owners, get your spring bank roll here. This is the South's oldest and largest spring celebration. Vice-President Barkley and Gen. Wainwright will be present.
CONCESSIONS—Want Legitimate Stock Concessions of all kinds. Excellent opportunity for flashy Photo, Novelties and Frozen Custard. Will give Exclusive on same.
RIDES—Will book Kiddie Train and Kiddie Boat. Excellent opportunity for Octopus or Tilt-a-Whirl.
SHOWS—Will book Motordrome, Glass House, Illusion, Mechanical City or any Show not conflicting with what we have.
HELP—Want sober and capable Ride Help on our 6 Rides, also Truck Drivers. Want A-1 Merry-Go-Round Foreman. Want Electrician who can handle both Diesel Plants and Transformer. Want Geek for Snake Show. Want Clown with own uniforms for Fun House. Manager and Lecturer for Crime Show. Want Ticket Sellers.
NOTICE—All Concessionaires and Rides booked, report to the Fair Grounds in Columbia on Wednesday, March 30, as the lot will be laid out that date.

All wires and replies to:
WILLIAM O. HAMMONTREE, General Manager
 1313 E. 30th St. Chattanooga, Tenn.



FINAL CALL—OPENING FIRST WEEK IN APRIL
 Playing 3 Locations in BIRMINGHAM, ALA., Then BIG SPRING FESTIVAL in ATTALLA, ALA.

Shows: Motor Drome with own transportation; Girl Show Operator, must have 3 or more Girls, have complete new Show. Harold Wetherbee, answer.
 Rides: Dark Ride, Spitfire, Flying Scooter.
 Help: Octopus Foreman, Merry-Go-Round Foreman (Snow, answer), Second Men on all Rides who are Trailer Drivers. James Ayers wants Colored Musicians and Chorus Girls.
 Concessions: Hanky Panks of all kinds open.
ALL PEOPLE CONTRACTED ANSWER THIS CALL
 3123 N. 28th Place, North Birmingham, Ala., or P. O. Box 5415 (Phone: 54-7912)

LAST CALL **LAST CALL**
 24 RIDES & SHOWS **CENTRAL STATES SHOWS** 6 LIGHT TOWERS

Opening April 2, Northern Oklahoma
 Our Kansas Still Route includes Great Bend, Salina, Dodge City, Russell, Hays, and other first class dates, all under strong auspices. Our Fairs and Celebrations include the following best 4th of July in the Midwest: Linn, Kan., Celebration; Norton, Kan., Fair; Jewell, Kan., Celebration; Abilene, Kan., Fair; Lincoln, Kan., Celebration; Lexington, Neb., Fair; Phillipsburg, Kan., Rodeo; Hoisington, Kan., Labor Day; Burwell, Neb., Big Rodeo; Hillsboro, Kan., Fair. Other late Southern Fairs to follow.
 CAN PLACE—Man with Acts to handle Side Show. We have equipment and transportation for same. Want Grind Shows; will give you good proposition. Can place Fun House, Pony Ride. CAN PLACE BALL GAMES AND A FEW MORE SLUM CONCESSIONS.
 Write or wire:
W. W. MOSER, Mgr.
 Hazelton, Kansas, W. Q.

QUEEN CITY SHOWS

Want shows of any kind. Can use one Flat Ride or Rolloplane. Want Free Act for 15 weeks. Name your lowest. Can use Age and Scale, Diggers, Heart Shape Pitch, Jewelry and Waffles. Will open April 16.
 ADDRESS
CURLEY LITTLE, Box 88, Mt. Healthy 31, Ohio

LAST CALL **LAST CALL**
 17—FAIRS AND CELEBRATIONS—17
JAMES H. DREW SHOWS

OPENS SATURDAY, MARCH 26, AT GAFFNEY, S. C.—LEGION SPRING FESTIVAL
 Mills working full time. Catching five big pay days. Followed by choice first in route in busy industrial centers.
 Legitimate Concessions wanted—Balloon Darts, Cat Racks, Hoop-La, Frozen Custard, etc. Special opening for Age and Weight and Photos. Have good opening for two Grind Shows. Can place sober Second Man who knows his business on new Eli Ferris Wheel. Help on new Streamlined Herschell Merry-Go-Round. Our spring, summer and fall route is the best. Time is short. Don't write. Everybody wire.
JAMES H. DREW SHOWS, GAFFNEY, N. C.

WANT **MERRYLAND SHOWS** **WANT**
 MICHIGAN'S NEWEST MIDWAY. OPENING MAY 2, 1949.

Any Concession that works for stock, String Game, Darts, High Striker, Custard, Ice Cream, Root Beer open. Shows of Merit. Wild Life or good Pit Show. Will book good clean Girl Show, three or more Girls. What have you to offer. We carry seven Rides, need First Men on Wheel and Merry-Go-Round. Must drive Semi. We have 22 Homecomings and Celebrations booked. All Committees for late Celebrations, write:
 Address
C. HARRY ALLEN Assistant Manager
 43 Pickford Ave., Battle Creek, Mich.
C. CRITTENDEN Owner and Manager
 710 Mill St., Midland, Mich.

No Gate **BOGLE & REESE SHOWS, INC.** No Racket

Opening Thursday, April 7th, Downtown Arma, Kansas
 21 — FAIRS AND CELEBRATIONS — 21
 Want Legitimate Concessions of all kinds: String Game, Long Range, Scales, Slum Spindle, Penny Pitch, Ball Games, Add Darts, American Mitt, etc. Privilege is right. Want Shows with own equipment: Girl, Mechanical, etc. Will book Tilt or any Major Ride not conflicting. Want man capable of taking complete charge of Penny Arcade. Salary or percentage.
Wire or Write: F. C. BOGLE, Mgr., Arma, Kansas



America's Largest and Finest Motorized Carnival
 Can place for long season of outstanding still dates and 14 Fairs from Florida into Minnesota.

RIDES

Will book for entire season only. Looper, Caterpillar, Fly-o-Plane, Rocket, Spitfire, or any up to date ride not conflicting. Must have own transportation.

SHOWS

Monkey, Crime, Midget, or any flashy, well-framed Show in keeping with our midway. Transport your own.

RIDE HELP

Can place first and second men who drive semi trucks and have license. No drunks.

CONCESSIONS

Custard, Ice Cream, Cigarette Gallery, Penny Arcade, Ball Games, Novelties, or any Hanky Pank. No P.C., Coupon Stores or Wheels.

PAINTER

All year work for high-class sign and scenic painter. If you drink stay where you are.

All Replies To:
E. L. YOUNG, Mgr.
 Sanford, Fla., this week; Albany, Ga., following

BULLOCK AMUSEMENT CO.
lean entertainment for the whole family

LAST CALL
 OPENING SATURDAY, APRIL 2, GREAT FALLS, SOUTH CAROLINA
 On account of disappointment, can place Foreman for Eli Wheel and Smith & Smith Chairplane. Must be capable, be able to drive truck and trailer and have driver's license. Can place the following concessions: Long Range Gallery, Scales, Bowling Alley, French Fries. Want Snake Show or Small Animal Show. No rides wanted as we own our own. This is the best equipped small motorized show on the road. We are proud of our reputation. Have never missed a payday. Backed by ample capital and 40 years' experience.
 APRIL 2-9, GREAT FALLS, SOUTH CAROLINA
 APRIL 11-16, LANCASTER, SOUTH CAROLINA
 APRIL 18-21, BADIN, NORTH CAROLINA All address
J. S. BULLOCK
 ROUTE 1, BOX 29 CHARLOTTE, NORTH CAROLINA

BRIGHT LIGHTS EXPOSITION SHOWS

Opening April 15 in Southern Virginia
 CAN PLACE SENSATIONAL HIGH FREE ACT. STATE LOWEST FOR LONG SEASON. MUST BE HIGH. J. D. Martin, write or wire me. Will book or lease Rolloplane, Octopus, Spitfire. GIRL SHOW: On account disappointment can place capable operator with at least three girls. Have all necessary equipment. Dixie Davis, wire. Concessions: Can place Ball Games, Balloon Darts, Bumper Game, String Game, Fish Pond, Duck Pond, Bowling Alley. Good opening for Photo Gallery, will give exclusive. RIDE HELP: Can place Ferris Wheel and Chairplane Foremen, also Second Men on all Rides. All our old Help report at winter quarters. Address all wires and communications to
L. C. HECK, General Manager
 ROCKY MOUNT, VA.

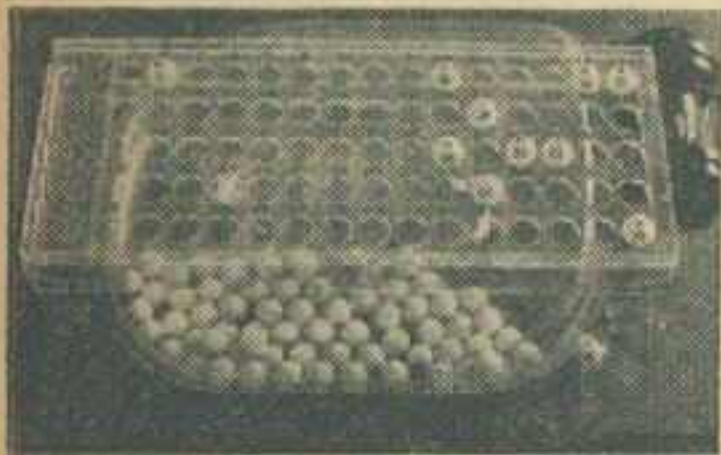
9 RIDES 6 SHOWS 30 CONCESSIONS
NEON LIGHT TOWERS **ROCCO & SON, ST. PAUL, MINN.** **10-MILE SEARCHLIGHTS**

Opening in St. Paul, April 30. 2 spots per week, no lay overs, no still dates, all Celebrations, Conventions, Fairs. 2 weeks in city for various Clubs, etc., also Rosetown Firemen's Annual Get-Together. Eleva, Wis., Norwegian 4th of July, May 21-22-23; St. Louis Park Am. Leg., Rushford Chamber of Commerce, St. Charles First District Am. Leg. Convention, Spring Valley Annual Leg. Cel., Lake City Firemen, Buffalo Am. Leg.; East Minneapolis Territorial Centennial, city-wide Celebration, June 23-26 incl., biggest and peppiest in N.W.; New Brighton, Firemen; 2 big 4th of July, Powderhorn Park and New Prague; Lester Prairie, Leg.; Osseo, Minn., Firemen; So. Side Minneapolis Annual Celebration; St. Paul, city-wide dedication of super highway bridge linking St. Paul, Duluth and cities west; followed by more Minnesota Fairs; Arlington, Montevideo, Proctor and Duluth Centennial combined. Wis.: Iron River, Webster, other Fairs and Celebrations pending. Biggest Labor Day in history: Cloquet, Minn., 14 Local Unions participating.
 Want—Cook House catering to Show Folks, Stock Concessions, Shows; Ride Help on all Rides, including Spitfire, Tilt, Wheel. If you know Rides and will work, we pay. Freddie and Evelyn, contact me now. Have opening for Speaker Men on office owned Shows. Write, wire:
ROCCO, Como Sta., R. 3, St. Paul 8, Minn. Phone: Nestor 9870.

THE NEW LOOK

**BINGO BLOWER OF TOMORROW
HERE TODAY**

It's New—Portable—Fast—Efficient
Suspicion-Proof—With Fingertip Ball Release. Plastic—Mounted on 24" by 36" Base.



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Supplies and equipment.
Write Today for Complete Particulars.

V. E. SUPPLY CO.

282 W. Market St. Akron 3, Ohio

BAKERS GAME SHOP

WHEELS—ALL COMBINATIONS, SIZES

Large and small Chuck Wheels,
Ball Chuck Wheels, 30 and 36-inch.
Wheel Laydowns, wide counter size.
Track Laydowns, Under and Over Cloths.
Baker Wheel Counter Posts.
Baker Four Ball Buckets.
Baker Ball Bearing Skillos.
Tracks, 12, 15 and 24-Horse sizes.
New 28x28-inch Stum Store.
New Two-in-One, Razzles, Blocks or Marbles.
Old Style, Standard Razzles, Hardwood.
Standard Roll Downs, P. Pool End Tables.
Six Cats, Soup Pegs and Chuck Logs.
Milk Bottles, Pint size, heavy and light.
New Front Counter Blowers.
Water Fall Blowers, Bingo Blowers.
Large and small Dice, Plastic Marbles.
If you are in the business, write for
New Catalog.
Phone UN 2-0464
8108 Desoto Detroit, Mich.

MIDWAY CONFAB

Vernon Hoff is still recuperating in his home at 850 Cuyahoga Street, Akron.

Fred A. (Dutch) Loeber has been named general representative of the Southern Valley Shows. He will headquarter in Monroe, La.

With the facial expressions of hungry harpys, women ticket sellers pounce down on dime walkaways while hoping that those they knocked for cutting cake didn't see them.

Returning this week to Philadelphia from vacations in Florida, were Mr. and Mrs. Raymond (Shep) Blumberg, Frank (Peg) Ingram, Mr. and Mrs. Richard E. Gilsdorf, Joseph Baker, Dave Bachman, Charley (Spot) Ross, Irene and Claude Sechrist, Dottie Velez, Max Gruberg, Richard (Casanova) Doran, Sol (Kane) Knopman and Henry S. Roeller.

Granite State Shows, managed by William E. Muldoon, recently took delivery on two new light plants at their Concord, N. H., winter quarters. Units were purchased from the John Fabick Tractor Company, St. Louis, and Gene Cummins, of that organization, was on hand at the shows' winter quarters when delivery was made. While in Concord, Cummins visited with Muldoon, Pat Hanlon, general agent; William B. Moore, business manager, and William Bouchea, secretary. . . . Bill Hancock, who is making his home in St. Petersburg, Fla., recently visited the winter quarters of Lankford's Overland Shows, Moultrie, Ga. Mr. and Mrs. Sam Spell, concessionaires, arrived at the Lankford quarters recently to ready their concessions.

George Curley Ingram has booked refreshment, French fries and popcorn with Simon Krause unit. . . . Bill Kerr has sold two of his kiddie rides to Hymie Jacobson, which he has agreed to deliver to the Million-Dollar Pier, Atlantic City, by April 9. Kerr did not sell his kiddie Whip, it being booked with the Simon Krause unit.

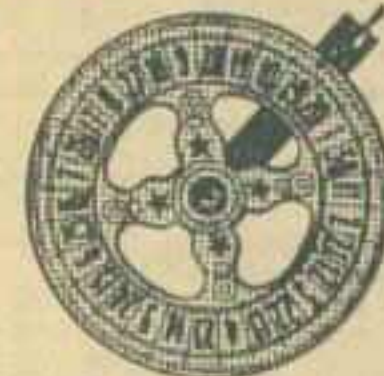
Irving Sherman, who underwent a second operation March 8 at the University Hospital, Philadelphia, is recuperating and is expected to be out in two weeks. . . . George W. Spicker is about to hit the road. . . . Mike Zeigler is changing his route for the first time in many years, looking over lots in Delaware County and attending meetings there in place of sticking to his usual spots in New Jersey.

Show staff is a number of the more intellectual members who gather in the chairs around office wagons to discuss matters which they should have taken care of two weeks ago.

John Francis, owner of the John Francis Shows, has contracted Col. Billy Green to serve as general agent-assistant manager for the coming season. Green formerly was connected for four years with E. K. Barkoot and prior to that with the Royal American Shows and Harry Billick. . . . Maritime Provinces Notes: John Goldie, veteran concessionaire, is back home in Halifax, N. S., convalescing after a stay in a Halifax hospital. . . . Dooley Morash, manager of the Bill Lynch Shows, No. 2 Unit, went in for curling in a big way this winter under coaching of George Cavanaugh, lot superintendent on Lynch's No. 1 Unit. . . .

NOW DELIVERING!

**NEW
Apex 4 Star
Carnival Wheels**



Apex 5 Star
BINGO
BLOWERS



Complete Bingo
Supplies, also
Amplifiers.
SEND FOR FREE
CATALOG.

Heavy Duty
Mounted
BINGO CARDS
In Various Colors

MORRIS MANDELL, INC.
26 East 13th St. (Dept. B)
New York 3, N. Y.
Phone ORegon 3-5912

W. G. WADE SHOWS

Now Contracting for 1949 Season
RIDES—SHOWS—CONCESSIONS

**WANT FOR
ENTIRE SEASON**
Starting Highland Park, Mich.
Thursday, April 7.

PRETZEL DARK RIDE

C. P. O. Box 1488
Detroit 31, Michigan

LAREDO, TEX. KIDDYLAND PARK

WANT Miniature Train, Pony Ride,
Baby Octopus, Pony and Cart
Ride, Little Ferris Wheel,
Miniature Whip. Also Baby Q Merry-
Go-Round. Entire season's work.
Address:
J. GEORGE LOOS
BOX 455 LAREDO, TEX.

AGENTS WANTED

R. W. ROCCO WITH GOLD BOND SHOWS
OPENING APRIL 15, QUINCY, ILL., FOR
FOLLOWING CONCESSIONS ONLY:

Razzle Dazzle—Contact Herman Belty, 327
Delphin St., New Orleans, La. Block Store—
Carl Herrick, General Delivery, Galveston,
Tex. Jimmie, contact me for Six Cat Store,
Frank Humpkie Weeks, let's hear from you
in regards to Wheel. Can use Bowling Alley
Agents.

Write:
R. W. ROCCO
3170 S.W. 8th St., Miami, Fla., until April 1.
Phone: 48-9821

WANT SIDE SHOW PEOPLE WANT

Worth while Attractions, Midgets, Fat Boy,
Sword Swallower, Armless, woman to handle
Big Snakes, real Tattoo Artist. Have Camp for
Mentalist, Bally Girls. Following people contact:
Billy Brundell, Walter All, Musical Ira
Reser, Dolly Reagan, William Parnell. Just
completed fifth straight winter playing Florida.
We never close.

**JOE E. HILTON'S COMBINED
CIRCUS SIDESHOWS**
BLUE GRASS SHOWS, AUGUSTA, GA.
(Thanks, Mr. Barney Tassel, for a pleasant and
profitable Winter Route.)

WHITE'S RIDES

Now booking Concessions. Will open in
April, playing Coal Fields. Can place two
more Major Rides, 20% of gross. Shows,
20%. Small Grab and Ball Games. Only one
of a kind. No gate. Winter Quarters now
open. Contact:

GUY WHITE or FRED ALMONY
3614 Fagan St. Chattanooga, Tenn.

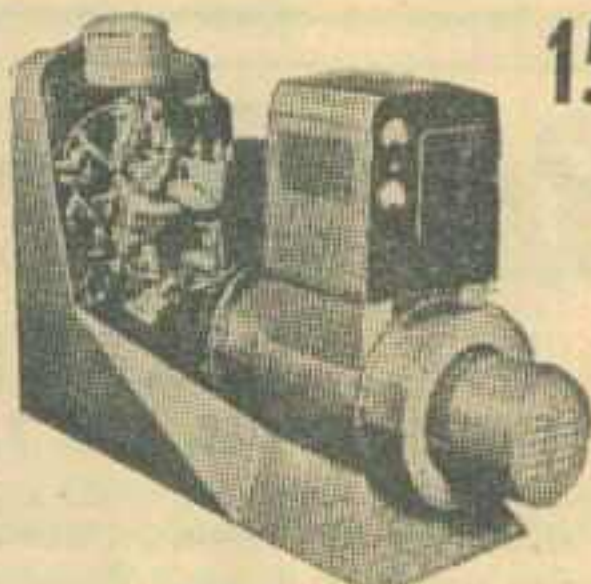
STREAMLINE MINIATURE

TRAIN FOR SALE—Gas engine and 4 cars, 250
ft. track, like new, made by manufacturer. No
junk. Trailer to carry Ride. Price right. Come
and see it for yourself. On White Star Attrac-
tions, Inc., in Cuthbert, Ga., week March 20,
and then per route.

V. R. HALL

GOLDEN GATE SHOWS

Will open middle of April, Pambrake, Ky.
Want Popcorn, Snow, Candy Floss, High Striker,
Pitch-Till-U-Win, Bowling Alley, Cigarette Gal-
lery, Ball Games, Penny Pitch, Hoop-La, Cook-
house, Bingo, Mitt Camp, Diggers, Dart Game,
Fish Pond, Pan Game, Grind Show with outfit,
Kiddie Rides, Ride Help. Any Stock Concessions.
FRANK OWENS, Mgr.



15 KW & 10 KW Generators

FACTORY NEW

(Not War Surplus)

POWERED BY A 4 CYLINDER JEEP ENGINE

and

ELECTRIC MACHINERY GENERATOR

Model GPW-153: This model is rated 15 kw,
18.75 kva at 80% power factor, 3 phase, 4 wire,
120/208 volts, 60 cycle at 1800 rpm.

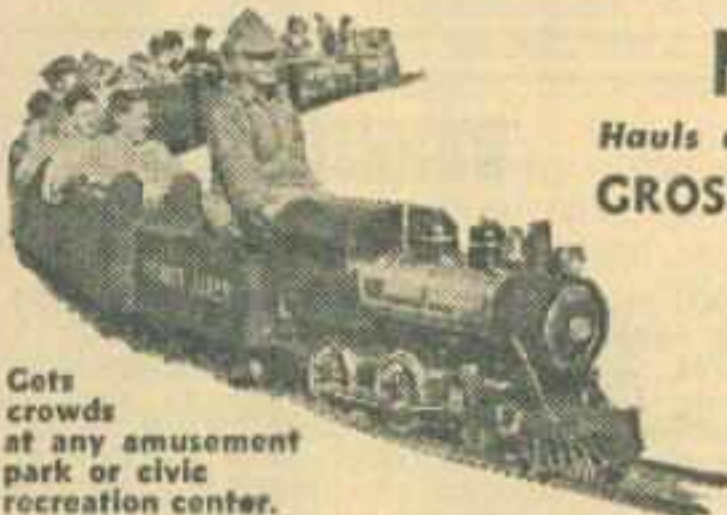
Model GPW-101: This model is rated 10 kw,
12.5 kva at 80% power factor, single phase, 3
25% Deposit, Balance C. O. D. wire, 120/240 volts, 60 cycle at 1800 rpm.

\$975.00
Each

Net F. O. B. New York City.

HARRY HAYKIN

135 W. 58TH ST.
NEW YORK 19, N. Y.



MINIATURE STEAM TRAIN

Hauls a big load of kids and adults every trip
GROSS \$2,500 TO \$12,000 A SEASON

Burns coal for normal steam operation—puffs and chugs
like a big train—kids love it and parents can't refuse
to let them ride. Can be used indoors with compressed
air for safety. Make real money in any town over
10,000 population.

OTTAWAY AMUSEMENT CO.

Mfrs. Miniature Steam Trains
224 W. DOUGLAS WICHITA 2, KANSAS

T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK.
Beautiful Colors—Individually Designed.

JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO.

300 E. 9TH ST (Phone: Harrison 6867) KANSAS CITY 6, MO.

SPARTAN AMERICAN M-SYSTEM TRAILERS

Low Down Payments—Immediate Free Delivery. Call Collect 31-5074.

RAY MYERS

TRAILER VILLAGE, 11650 NEBRASKA AVE., TAMPA, FLA.

NOW AVAILABLE

1949 EDITION OF OFFICIAL
CONCESSIONAIRE'S GUIDEBOOK

Jam-packed with money-making ideas, games,
formulas, equipment for concessions, roadside
stands, carnivals, medicine business, etc. Buyer's
guide. Send \$1.00 today for copy.

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3916 Secor Road, Toledo 8, Ohio

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All makes, models, sizes. Get our price
first for your requirements.

P. K. SALES COMPANY

Cambridge, Ohio

POPCORN TRAILER

25-foot, 1947 factory built Cretors Gas Pop-
per, living quarters. Bargain.

A. C. NELSEN AUTO SALES, INC.

2112 Harney St. Omaha, Neb.

NEW FORTUNE

Buddha Papers on
NEW WHITE

Paper
MASTER OUTFITS
NOW AVAILABLE.

S. BOWER

Belle Mead N. I.



LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories
available at all times. Mail orders our specialty.
Shipments made within 24 hours to all points
in the U. S. A. Write for free catalog.

1920 Stewart Ave., S. W., on Highway 41 going
south, Atlanta, Georgia. Fairfax 2626.

WANTED

Animal Show, also Merry-Go-Round, other Rides.
Long season of Fairs and Celebrations.

JAY GOULD CIRCUS

OTTAWA, ILLINOIS

Mrs. Maxine Winchester is vacationing in Lunenburg, N. S. She and her husband will be with the Alberta Slim Wild West Show this season. . . . Spider Campbell, All-Maritime shows, St. John, N. B., is touring the maritime provinces in behalf of a book for harness horsemen. . . . Paul Gearin, public relations man for the Bill Lynch Shows, recently toured Newfoundland. . . . Indications are Shambrock grounds, at the north end of St. John, will be available for carnivals this season, after being closed for two years. Spot underwrote a \$25,000 reconditioning program.

A Girl Show talker is one who avoids going all out in favor of virtue.

E. K. Johnson has been taking in the television shows at the Elks Club No. 2 Lodge in Philadelphia. . . . Leon M. Guber, owner of the Senator Hotel in Philadelphia, has installed refrigerators in upstairs rooms. . . . Herbert Eugene Dixon, of French fries fame, is building three units for early April deliveries. . . . Billy Reed, comic with Raynell's (Cetlin & Wilson) Girl Show, hopes to visit with Billy Hagen (Crackers), burlesque comic, who is at the Troc in Philadelphia.

Doc H. McCullough, one of the official greeters at the Pacific Coast Showmen's Club, Los Angeles, is nearing his 88th birthday. McCullough for years was a talker at Coney Island, New York. . . . Red and Pauline Crawford will have their monkeydrome on the Foley & Burk Shows this season. George Sharpe will operate another of the Crawford Monkeydromes in Virginia Park, Long Beach, Calif.

Famous last words: "As a member of the club may I say?"

Issy Cetlin, co-owner of Cetlin & Wilson Shows, and George Goodman, partner of Al Dorso, bingo operator on the show, in Philadelphia recently buying merchandise. . . . Irne and Claude Sechrest headed for C. & W. winter quarters at Petersburg, Va., to ready their concessions. They have been with the show for 19 years. Irne is the daughter of Lucille McIntyre, former ball game operator with Nat Narder's Majestic Shows. . . . Mon Lee, in charge of Pullmans on the C. & W. Shows, is considering a television set in her car.

Harry Benjamin, concessionaire the past five years with Cetlin & Wilson Shows, is in the Petersburg, Va., hospital and may have to undergo operation. . . . Mrs. Anna Mae Miller, who has been with relatives in Raleigh, N. C., is spending a few weeks with friends in Norfolk, Va., prior to heading for C. & W. quarters, which officially opened March 12 with a crew of 40 men. . . . Concession agents already reported include Johnny Miller, Ernie Felicia, Maurice Leavitt, Nick Co'occhio, John Jumptoney, Al Lytton, Dick Burns, Stash Grey, Bill McHugh, Gerry McHugh, Bill Yohan, Dick Lewis, Pete Manos and Nate Cutler. . . . Huber S. Sembower (Maxine) will have the annex on Hutchens Museum.

That old saw, "Next week will be a good one," is a mathematical possibility that keeps troupers troupings.

Mr. and Mrs. John Delaney will have the bingo on the Midway of Mirth Shows this season. . . . W. A. and Hazel Davis have returned to Wichita, Kan., from the West Coast. They are visiting Jim and Iva Ivey at their trailer camp and plan to open in Oklahoma April 1. . . . Arthur J. Haas is at home in Des Moines, recuperating from an operation. Haas is former general agent for Tivoli Exposition Shows and Sunset Amusement Company. . . . Le Ola, annex attraction and Side Show operator, has booked her Congress of Wonders and concessions on the Morris B. Hannum Shows,

marking her second season there. . . . John (Don) Easdale, rider with G. W. Murray's Motordrome on the James E. Strates Shows last season, is in St. Johns Hospital, Springfield, Ill., recovering from a recent operation. . . . Dave Picard, business manager of Dodson's Imperial Shows, was a recent Chicago visitor. . . . Edgar Neville, formerly with Cavalcade of Amusements, will be with O. J. (Whitey) Weiss on the John R. Ward Shows this season.

Saying that he owned his own tools, a builder arrived in quarters with a level and a trowel.

Louis J. Berger, general agent of Cavalcade of Amusements, who recently made a flying trip to Mobile, Ala., quarters for a hurried conference with Manager Al Wagner, has returned to his Chicago headquarters. . . . Delbert R. Fox, retired railroad conductor of Greenville, Pa., who has been visiting his brother, Walter B. Fox, at Mobile, Ala., recently left there for Hot Springs, where he will take the baths. . . . The town council of Chickasaw, Ala., suburb of Mobile, recently granted a permit to the Knights of Columbus there to hold a street carnival the second week in April. Cavalcade of Amusements will furnish the midway attractions.

Seen around Philadelphia's show folks' corner, Ninth and Market streets, recently, were Ralph Decker, Edward K. Johnson, David Gillian, Benny Swartz, Steve Graham, Dave Lodge, Jerry Beto, Joey Welsh, John Kelly, Harry Boston, Jimmie O'Conner, Joseph De Leo, Sylvester (Bill) Kerr, George and Ann Ingram, Frank (Peg) Ingram, Louis and Peggy Hall, Sam Green, William Jenks, Bessie Ross, Frankie Ryan, Joseph Baker, Harry Crowell, Walter (Dubbles) Tyseki, Sam Tassell, Irving Narder, Joe Goldie, Harry (Baltimore) Byes, Raymond (Shep) Blumberg, Edward Crane, Dave Bachman, William Royal, Louis J. and Ray Kane, Mike Zeigler, George W. Spicker, Judy O'Dell, Billy Hagen, Simon Krause, Joe Sherman, Irving Sherman, Norman Shapiro, Martin Mechanic, Sam Burdorf, Harry Katz, Emil Moskowitz, Hymie Jacobson, Ben Weils and Joey Gallagher.

E. C. (Clay) May will be with the Blue Grass Shows as assistant manager. Bob Thomas will have the Penny Arcade and other concessions, while John Hennese and Sherman Bunch also will have concessions. . . . Detroiters back from Florida include Mr. and Mrs. Ora A. (Pop) Baker, Mr. and Mrs. S. A. Baker, Ralph Barr, Mr. and Mrs. Nick Thomas, Harry Boyles, Buck Alsop, John Quinn, Glenn Hockett and Jack Raterink.

Man of the world is one who opens another man's telegrams believing that it is a proposition from another show.

Tex Conroy, veteran Side Show talker-emcee with Carl J. Lauther's Side Show on F. E. Gooding Amusement Company, has been re-engaged in that capacity, marking his 27th season with Lauther. . . . Carl J. Sedlmayr's Royal American Shows have chalked up another distinction—that of being the first and only carnival to be mentioned in the drama columns of the august New York Times. The plug appeared in last Sunday's issue (13) in an article on tent shows by Don Gillette.

General agents who eat with every visiting fairman have only to keep on the way they're going and they'll be pretty valuable men—by the pound.

Josephine T. Conroy, wife of Tex Conroy, vet Side Show talker-emcee on Carl Lauther's Side Show, is in Misericordia Hospital, Philadelphia, where she will undergo surgery. She expects to be hospitalized for three weeks and would like to read letters from friends. . . . Allen West writes from his Orlando, Fla., winter quarters that his wife, Ma Smith,

holds the free act contract this year with the J. & B. Shows, which open their season in Virginia April 9. They were with Bright Lights Exposition Shows last year. . . . Carl J. Lauther, owner-operator of the Side Show with F. E. Gooding Amusement Company, recently took delivery on a new tractor and trailer with which he will transport his attraction this season. He has a crew working at his Millers Tavern, Pa., quarters.

It's not until a lot man has chopped down a big tree on a fairground, to make room for his midway, that he begins to worry about what he will do with it.

Charles S. Reed has been released from Kennedy Veterans' Hospital, Memphis, following successful eye and throat operations. He again will be general agent for F. M. Sutton Sr., owner-manager of the Gulf Coast Shows. . . . Jack Edwards, concession operator, is passing around cigars to fishing pals in Corpus Christi and Aransas Pass, Tex., following the birth Sunday (13) of a son at Sphon Hospital, Corpus Christi.

When a sit-down-show talker looks over a sea of faces from his bally stage he tries to forget that more people will go to look at a stuffed two-headed calf than will go to his production.

C. W. (Chick) Franklin, last season press agent of Hennies Bros.' Shows, is writing a daily column, "Guys and Gals," dealing with night life in Springfield, Ill., for The Citizen-Tribune. Franklin also is promotion manager of the Jim Fitzpatrick Memorial Stadium in that city. . . . Scott Lamb and Bob Korn were recent visitors to the St. Louis office of The Billboard while en route to Indianapolis to take delivery on one of the Metro electronic race horse derbys, which Lamb will operate with his other concessions on the Larry Nolan Shows, opening of which has been set for April 1 at Sentinel, Okla.

GRA-LOY SHOW



RELIABLE MANAGEMENT
CLEAN ATTRACTIONS

NOTICE, OPENING DATE, MAY 9TH.

This Show will play industrial towns in Northern Indiana and Southern Michigan. Concessionaires interested in this territory, contact us.

FOR SALE: One 1947 Ride-Hi Chairplane in perfect shape.

WANT TO BOOK: Tilt-a-Whirl and Roll-o-Plane. Also WANT TO BOOK strong Free Act. This Show has free gate. P. R. Mentz, contact us regarding Concession. Good proposition for Side Shows of merit with own transportation. No Wise Guys or Lucky People.

GRA-LOY SHOW
R. R. #5, Waterford Road, Goshen, Ind.

FOR SALE

One Cookhouse, complete with truck, 12x14 Sit Down with stools and all equipment. Bottle gas. Top royal blue, good shape, trimmed red. Panel body truck, Chev., '39, good shape, tires like new. This outfit cost \$1,700.00. Reason for selling, out of the Show Biz. Can be seen at

RALEIGH TRAILER SALES
Phone 32706 Raleigh, N. C.
Price, \$500.00 Cash.

FOR SALE

Making room for Kiddie Rides. For Sale: Super Roll-o-Plane, good condition, newly painted, \$2,250.00; Lindy Loop, needs few repairs, has new lighting system, 15 Horse Power motor, \$1,250.00. Sell or trade one or both for Kiddie Rides or Frozen Custard Machine.

MANAGEMENT, CASINO PARK
Virginia Beach, Va.

WANTED

Union trouping Musicians for 101 Ranch Wild West Show. Join Gulfport, Miss., April 5th.

O. V. Cartella, Band Mgr.
Warsaw, Ind.

FOR SALE

Smith & Smith Chairplane, extra good condition. Priced to sell at \$1,250.00. Operating in Park here. Must vacate. Come and get it.

J. R. TETER
General Delivery, Waycross, Ga.

CRESCENT AMUSEMENT CO. SHOWS



Featuring
F. O. GREGGS CANNON ACT
"Man Shot From a Cannon"

WANT

Due to disappointment, Side Show with own equipment, or will furnish 20x50 for 10-in-1. Girl Shows with three girls; we have outfit. Snake, Illusion, Monkey or what have you.

CAPT. ROBT. PERRY
Lion Motordrome
DOC ANDERSON
Colored Minstrel Show

CONCESSIONS: Will book Race Horse Game, Basket Ball, Ball Games, Jewelry, French Fries, Candy Apples, Hanky Panks.

RIDES—Looper or Dark Ride, Pony Ride.

RIDE HELP—For Fly-o-Plane, Kiddie Land; must be Semi Drivers and sober. Address:

L. C. McHENRY, Mgr.
JACKSONVILLE, TEX., this week; then per route.

P.S.: Due to disappointment, place General Agent with car who knows territory. H. E. Benson no longer here. Want Billposter with transportation.

MAD CODY FLEMING SHOWS

Will book Glass Pitch, \$35.00 Ex. Photo Gallery, must be up to date. We own 12 Rides and good transportation. Foremen for Caterpillar, Spittfire, Merry-Go-Round, Second Men on all Rides. Have ready cash at all times for something new. No Strong Games, Gypsies or Immoral Shows.

OPEN APRIL 16TH, TWO SATURDAYS.
Write Hickox, Ga.

WANTED FREE ACTS AND CONCESSIONS

OZARK SUMMIT EXPOSITION

MANSFIELD, MO., AUG. 2 TO 6.
W. C. CODY, Secy.

MAKE US AN OFFER

3-ABREAST MERRY-GO-ROUND
8-TUB OCTOPUS
8-PASSENGER ROLLOPLANE
PRETZEL RIDE
LINK TRAINER
12-CAR RIDE-O
10 DODGEM CARS
60" SEARCHLIGHT ON TRAILER

CONTACT

FRANK L. PARRINO

125 Carlile Pueblo, Colorado
Phone—1381

FOR SALE

Chevrolet Tractor and closed 24-ft. Semi.
4 Tops, 14x10 ft. with Frames, 14 Trunks.
Backgrounds, Stringers, Lay Downs.
Bowling Alley, Roll Downs, Skillos and
Wheel, 2 Center Outfits. Ready to go.
**\$1,000.00 TAKES ALL OR
WILL SELL ANY PART.**
SAM LEVINE
119 Louisiana St., Little Rock, Ark.

WANT TO BOOK

With Show in East or New England, two
P.C. Games, Over and Under, and one guar-
anteed to be different.

EDWARD POPEK
83 CHRISTIE AVE.
CLIFTON, N. J.

Custard Outfit For Sale

Electro Freeze Machine mounted in 20-foot
Custom-Built Trailer, beautifully lighted
with colored fluorescent lights throughout.
This outfit used less than two full seasons
and is fully equipped ready to go on road.
Machine capable of producing 25 gallons of
custard an hour. \$4,000 cash. Contact

SAM A. DEWS JR.
2006 Eastland Ave. Nashville 6, Tenn.

FOR SALE

Double Loop-o-Plane with 220 meter base,
new upholstery, block and table, cable; '29
Yellow Coach truck, duo-rear wheels, com-
pound transmission, 18-ft. rack bed, 10-capac-
ity; giving them away for \$1,000.00 complete.
See them at Mother Goose Playland, Del
Monte Ave., Monterey, Calif., or write:

JACK EDGERLY
419 Estrella, Monterey, Calif.

FOR SALE

SILVER STREAK

Lease expired, Ride in perfect condition,
operated about three months each season in
same location. Price, \$8,000.00. New canvas
center, never used.

Box D-159, c/o Billboard, Cincinnati 22, Ohio

PLAYLAND SHOWS

Now Booking for Next Season

RIDES — SHOWS — CONCESSIONS

Jack Gallagher, Mgr.
15610 Veronica East Detroit, Mich.

WANTED

Eli Ferris Wheel Foreman

Must be reliable, sober.
Park opens April 16. Top salary. Write

GEORGE BERTOLI
Box 208 Willow Grove, Pa.

WANT

A High Diver, Diving Girls and a Diving Clown to
work all season. Have own complete Aluminum
Rigging and Tank. Would like to have man and
wife to take full charge of Popcorn and Candy
Apples.

JOHN KEELER

1921 N. W. 79th St., Miami, Fla.

FOR SALE

45-Gal. Root Beer Barrel complete, first \$50.00
takes it. \$25.00 deposit, balance C. O. D. One
Lincoln Do-Nut Machine, A-1 condition, cutter,
complete with display trays, mixing bowl,
\$700.00, F. O. B.; \$200.00 down, balance C. O. D.

Write or wire:
GILBERT COOK
Martinsville, Ind.

WINTER QUARTERS

World of Pleasure

JACKSON, Mich., March 19.—Work here in quarters moved into high with the arrival of Manager John Quinn from Florida.

Superintendent Johnny Moran has the ride crews lined up, and most of the old hands will be ready for the official bow April 14 in suburban Detroit. Obie Bauer has all the trucks and equipment in top shape. During the Tampa fair Quinn purchased two new rides for spring delivery.

Mark Williams, after an absence of three years, will return with his Side Show. Irene Henley has a 50-foot front for the Girl Show, and Sailor Katzy has framed a new Snake Show. Bill Rice will be back with the bingo. Johnny Bryson writes his new cookhouse is ready to go.

Bob Goode, electrician, is expected in quarters soon to check over the equipment. Mrs. John Quinn is still in Florida. Joe Sparks is in Alabama with his concessions, but will be on time for the opening. General Agent Charles Schafer will enter a hospital soon for an operation and will not be on the road this season. Jack Lamp-ton will replace him.

Jin Carroll is wintering in Texas. He will be with the shows this season for the seventh consecutive year. Frances Moran will handle *The Bill-board* and the front gate tickets.

Coleman Bros.

MIDDLETOWN, Conn., March 19.—Mickey Donahue has arrived in quarters here and is readying the Motordrome and his kiddie boat ride. Clarence Church, who has the Penny Arcade, is building an office trailer. Owner-Manager Dick Coleman and his wife have returned from a Florida vacation. They visited Mr. and Mrs. Bill Storey at their home in Attalla, Ala., and Mrs. Elsie Smith in Birmingham. A new Tilt-a-Whirl has been ordered. Crew here includes Tom Wilson, Frank Royce, Paul Sears, John Pesecki, Bob Coleman and the writer. Recent visitors were Stanley Sczuch, James Hanagan and Charles Hurley.—**DAVE ALTMAN.**

Dobson's United

WILLERNIE, Minn., March 19.—Work here in quarters has speeded up. Opening is scheduled May 1.

Neal Lanigan is home from the hospital but is still confined to bed. Tex Roberts and family and Charles Andrican are here from Irvington, Ala. Curley Walters checked in.

Pete Jensen has completed another ride for kiddieland. Org carries six major rides. One more semi and two tractors will be added to make a total of 12 semis and four straight jobs. One semi will carry the office-owned concessions.

Recent visitors included William T. Collins, Stanley Warwick, Charles Carroll and J. D. McDonald.

Playland

EAST DETROIT, Mich., March 19.—Opening date has been set tentatively for April 14 by Owner Jack Gallagher.

Jimmy Alexon is putting about 200 lights on the Octopus. A new feature this season will be a modernistic front entrance designed in consultation with Johnny Moran, World of Pleasure Shows, and Harry Stahl, superintendent of Eastwood Park.

Tim Ayott, currently at Flint, where he operates a restaurant, will join with a Funhouse and Dipsy Doodle. Arthur Kavanaugh, nephew of Owner Gallagher, will be a new addition to the personnel. Kavanaugh is taking a post graduate course at Harvard, preparatory to entering medical school. Others who will be on the show include Mike Balog, who is to have the popcorn and two other concessions. Purdy and Johnstone will have the cookhouse.

Recent visitors included Sam Solof, concessionaire; Fred Silber, and Mike Tisser of the Joe End Company.

Owner Gallagher last week-end flew to Salem, Mass., to attend the funeral of his stepmother, Mrs. James Gallagher, who was 82.

Pioneer

WAVERLY, N. Y., March 19.—A crew of nine is on hand, with more arriving daily. Dave Lougher, scenic artist, is putting the finishing touches on the mechanical man. Lougher formerly was with R-B. Pop Eye Andrews has started repairing the rolling stock and ride motors.

Mrs. Mickey Percell is readying her newly framed bingo and a new van trailer. Paul Merrick was in town for a day and left on a booking tour.

Recent visitors were Mr. and Mrs. Lew Farrell, Joe Potter, J. H. Paulsen and Jack Miller. Miller booked his duck pond.

Mrs. C. B. Murray wrote from her winter home in Tucson that she will be here for the opening. Albert Wilson passed out cigars on the birth of a son.

The show will carry 40 concessions, 2 sound trucks, 10 rides, 8 shows and a free act. Org opens here April 22 under auspices of the American Legion. **ADELAINE PERCELL.**

Nessler's

SHELDON, Ill., March 19.—With the work coming to a close here in quarters, everybody is getting spring fever.

Most of last year's concessionaires will be back again. All rides and trucks have been repaired and repainted, and are ready for the opening, April 30, in Centralia Ill.

Org will carry 7 rides, 30 concessions and 3 shows. Fairs and celebrations are lined up in Illinois and Tennessee. Robert Kobecker, general agent, is in Tennessee finishing the route of fall fairs.

PEPPERS ALL STATES SHOWS

Out 40 Weeks—From the Gulf to the Ohio River and Back

8 Rides—office owned—5 Shows

Diesel Plants—Light Towers—Spotlights—Neon

The Fastest Motorized Show on the Road Today

WANT

CONCESSIONS: Scales, String Game, High Striker, Huckley Buck, Fish Pond, Duck Pond, Jewelry, Cigarette Gallery, Bumper, Basket Ball, Hoop-La. Will sell Exclusive on Custard, Snow Cone and American Mitt Camp.

AGENTS WANTED: For Buckets, Balloon Darts, Clothes Pin Pitch, Roll Down, Razzle Dazzle. George White, Charlie Page, Rusty Nelson, Curly Wray, George and Lorain, get in touch here with H. L. (Curly) McDaniel. Drunks, please stay where you are.

WANT RIDE MEN: Bobby Sickles wants sober Ride Men who can drive Semis. H. H. Hurd and Cletus Riggie, let me hear from you. CONCESSIONAIRES and RIDE MEN who know me, contact at once. Bobby Sickles, Mgr.

GIRL SHOW MANAGER: With not less than 3 Girls. Must furnish sound system. Have 30x60 Top, Panel Fronts, complete Show. Have good Girl Show territory. Will book Side Show, Snake Show, Fat Show Illusion, or any Show that does not conflict with what we already have. Must have transportation. Have best territory for Motordrome. Speedy Spencer, can place you. Have 20x30 and 30x60 Tops. What have you to put in them? Phone 2-1987, or wire Bobby Sickles, Mgr.

FRANK W. PEPPERS, Owner

ALEXANDRIA, LA., UNTIL MARCH 26

P.S.: Route only given to reliable and interested parties.

FIRST CLASS WELDER

WANTED

One who understands General Welding around Show, who can and will build Steel Wagons. Bill Myers, answer. Boots McBride, I expect you to come on in. I didn't think you could get him anyway. I need you now.

RAY CRAMER
DODSON'S IMPERIAL SHOWS
Columbus, Ga.

M. D. AMUSEMENT CO.

Now booking Fairs and Celebrations in Eastern Pennsylvania. Have a few open dates remaining.

Will need Agents for office owned Concessions: Ball Games, Huckley Buck, Duck Pond, Spot the Spot, Balloon Dart. All Legitimate. No Mitt Camps. Have own Popcorn, Candy Apples, Candy Floss and Bingo. Will not book any outside Concessions.

Can use Ride Help for new Allan Herschell Merry-Go-Round, #12 Eli Ferris Wheel and Addison Streamlined Train Ride. I have the best Street Fairs in Pennsylvania booked. Will not tolerate any drunks or agitators.

All replies to:

MICHAEL (COLE) DEMBROSKY
Formerly with the Ken-Penn Amusement Co.
25 E. FOURTH ST. HAZLETON, PA.
Phone: 2099-W

HELP WANTED

RIDE MEN—Can place Ride Men who are interested in top salaries in return for honest effort. Must stay sober on and off the job. Must be Semi Drivers and have licenses. Some jobs open for wives. Need First and Second Men on most Rides. Tom Mehl in charge of Winter Quarters at Seymour, Ind. Would like to hear from Jack Goble, Lee Stevens, Stoner, Wm. Bolling. BINGO AGENT—Whitey Woods wants capable Bingo Agent who can drive new Semi. FRONT and TOWERS—Job open for man who can get them up and down and drive.

Address all communications to:
BAKER UNITED SHOWS
2257 Madison Ave., Indianapolis, Ind.
Ph.: GARfield 4384

WANT FOR ROYAL CROWN SHOWS

Side Show People, Freaks, Working Acts, Magician, Lecturer, Tattoo Artist, People who know me, note. No drunks tolerated.

BILLIE BURK
SANFORD, FLA.

WANT

Second Man for Octopus, also Concession Agents for Milk Bottles, Hit and Miss, two Bucket Stores. Also want Man Agent for Pan Game.

Opening April 1, Ft. Smith, Ark. Address:

LOUIS CUTLER
c/o 20TH CENTURY SHOWS
Ft. Smith, Ark.

ATTENTION

CARNIVAL AND PARK OPERATORS

Write for list of bargains in Arcade Equipment. We have a complete line.

CLIFF WILSON DISTRIBUTING CO.
1121 SOUTH MAIN STREET
TULSA, OKLAHOMA

DICKSON UNITED SHOWS FIRST AND LAST CALL

Have opening for Ride Help. WANT Photos, String Game, Darts, Blocks, Fish Pond, Blower, Cork Gallery, Lead Gallery, Age-Weight, Apples, Pennants. WANT Manager who can handle new 28-ft. Bingo and Counter Help, Ball Game Agents, and other office owned Concessions and Shows. Ticket Sellers, Truck Driver, Cook House Help. Will book one more Grind Show, Snake, Animal, any Freak, Athletic Show talent. Want party with Sound Car and some Concessions. Book or lease small Merry-Go-Round. Special proposition to book any Flat Ride. Slim Blackie, Speedy, Spuds, Eggs, all answer. Opening April 2.
BOX 61, TISHOMINGO, OKLA.

FOR SALE

Late Model Conderman Ferris Wheel, in good running shape. Latest tower, pipe spokes, 10 seats; '38 Chevrolet power unit, in No. 1 shape. Semi Trailer. Wheel needs paint. Also 500 feet of electric cable and heavy-duty switch box. 1941 Chevrolet Truck, 1½ tons, in No. 1 shape. Those who wrote before, make me an offer. Will book on some show in 4 joining States. Address: HENRY JENKINS, General Delivery, Haskell, Okla. Wire or Phone 220-J or 38-J.

Graceland Greater Shows

NOW CONTRACTING FOR 1949 SEASON

Rides, Shows, Concessions. Open in April, vicinity of Vincennes, Ind.

HARRY ALKON, Manager
Winter Quarters, Decker, Ind.

WANTED

Man to run short range gallery and Man to run long range gallery. Also want help in sit down grab stand. Those with me before write.

WRITE OR WIRE

Sid Goodwald
c/o O. C. BUCK SHOWS
1115 5th Avenue Troy, N. Y.

DAVIS EXPOSITION SHOWS

Want Photo, Guess Weight, High Striker and choice Hanky Panks open. Ex on Popcorn and Candy Apples, Snow. Harley and Bobby Devine, come on. Cowpens, S. C., this week; then N. C. and Va. All contact C. E. Davis, Gen. Mgr., or

W. B. (BILL) REID

Bus. Mgr., by wire to Spartanburg, S. C.

GOLD CROWN EXPOSITION

OPENING RED SPRINGS, N. C. Saturday, March 26 thru April 2 Can place Custard, High Striker, Ball Game, Novelties, Jewelry, Hanky Panks and POP CORN (Al Stempin, wire.) SHOWS—With own equipment: Monkey, Snake, Fat People, Grind Shows, (Arizona Mack, contact.) RIDE HELP—Preference to Semi Drivers. We move on lot in Red Springs Thursday, March 24. Address:

K. F. WILSON, Owner, or HARRY E. WILSON, Gen'l Mgr.
RT. 7, BOX 183, FAYETTEVILLE, N. C.
then RED SPRINGS, N. C.

FOR SALE

16-car Allan Herschell Kiddie Auto Ride, in excellent condition, with new fire-proof red, white and blue top. All cars have new tires. Ride complete. Overhauled and painted. Ready to go. Price \$2,500.00 cash.

MAX GRUBERG

P. O. Box 101 Philadelphia 5, Pa.

WANT AGENTS

Fish Pond, Six Cats, Spindles, Pitch-Till-You-Win, Buckets and Balloon Darts.

ROY T. DUFFY

Care BLUE GRASS SHOWS
Augusta, Ga.

INLAND SHOWS

THE HICK THAT PLAYS THE STICKS
Want Agents for Milk Bottles, Balloon Darts, Color Game, Under and Over Seven. Bumper sold, all others open. Will book one Major Ride, any kind of shows except Monkey. Good route for Girl Show (Gene Woods, answer). Will buy Double Loop-o-Plane; must be in good condition and near. Opening near Little Rock, Ark., April 3.

N. E. DAVIS

2302 N. Broadway, North Little Rock, Ark.

FOR SALE

LARGE OUTDOOR SEARCH LIGHTS, WIRE RUBBER COVERED, ALL SIZES GENERATORS, OUTDOOR FLOOD LIGHTS, ALL TYPES OF LIGHTING EQUIPMENT

CIRCLE STAGE LIGHTING CO.

349 WEST 47TH STREET, NEW YORK CITY
For Immediate Service Phone COLUMBUS 5-8818

WANTED

Cook House, all Stock Stands, two P.C. Dealers. Want ten small Merry-Go-Round Horses.

BURKHART AMUSEMENT

Crossett, Ark., March 21-26.

MY EQUITY IN NEW AUTOMATIC DOWNEYFLAKE DOUGHNUT MACHINE

Can be bought cheap for cash. Reason for selling, illness in family. Contact:

J. L. MARLOWE

Grand Theatre, Cartersville, Ga.

WANT CARNIVAL COMPANY

Or Independent Concessions for three days. Aug. 25-26-27, Mahomet Fall Festival, by American Legion Post No. 1015. Contact:

H. HICKLE

Box 1490, Mahomet, Ill.

Prell's Broadway

CHARLESTON, S. C., March 19.—The Florida unit of Prell's Broadway Shows has returned to quarters here to be put in shape for the opening of the season skedded for Thursday (31) in Fayetteville, N. C. Florida unit played a fair week on the Biscayne and 104th Street lot in Miami.

The 700-mile move from Miami was made with very little difficulty and the fleet of 30 trucks reached here Friday (11) under the supervision of Charles Guttermuth and Sammy Caruso.

In quarters is Maxie Glynn, whose cookhouse replaces that of the Shoemakers. While here Glynn will rebuild his shack as a commissary for the working crew. Abe Gross, now the daddy of a girl, will again manage the Jones bingo on the shows.

New trucks and equipment have been delivered to Dorothy Miller and Joe Grosso. Dorothy Miller will have four stores and Joe and Agnes Grosso will again have three stores and their popcorn stand. Margie Stevens will again have the custard while Stash Lee will have two grind stores. Paul Prell is building three more stores, making a total of seven he will have with the show.

Ben Prell has assumed his old duties as purchasing agent and Abe Prell, who was in charge of the Florida tour is keeping equipment in shape. Joe Prell's family, in Florida the past two months, have returned to New York to enable the children to get back to school.

General Agent Allan A. Travers advises the show's route has been set and approved by Owner Sam Prell. Charlie Powell, who will be Prell's assistant, is expected in quarters shortly.

Virginia Greater

SUFFOLK, Va., March 19.—Final touches are being made on all equipment at winter quarters in Tidewater Fairgrounds. Arthur Gibson's busy rebuilding shows, lighting system and electrical effects. Raleigh Gibson, superintendent of rides, and his crew are busy, with all rides, wagon fronts, trailers and semi-tractors getting final paint jobs. A new top for the Side Show is being shipped to quarters. The marquee entrance and front for the main gate are undergoing renovation and getting new lighting effects.

General Manager Rocco Masucci has purchased a new Chrysler. General Agent William C. (Bill) Murray reports that new territory has been lined up for the show's route, with choice dates set for New York and New Jersey.

Shows will open early in April at the White Four County Fairgrounds under American Legion auspices.

Gold Crown Exposition

FAYETTEVILLE, N. C., March 19.—Work in winter quarters is almost terminated, with Mack and his crew doing a good job. Owner Brownie Smith is much in evidence and has been doing some of the booking with Harry E. Wilson. Smith has purchased two more rides and three trucks for the shows.

George Ward and his staff due in Sunday (20). Roy Clifton, electrician, also due in this week. Dick and Babe Keller, with their son, Dicky, visited en route to join Pioneer Shows. Howard Stuart, secretary, has had a check-up at the government hospital. Peggy Wilson remodeling her concession.

The shows will move on to the lot in Red Springs, N. C., Thursday (24) and will open there Saturday (26).

Patrice Amusements

ELK GROVE, Calif., March 19.—Everything here in quarters is being made ready for the opening in Sacramento, April 1. Harley Bates underwent an operation in a San Francisco hospital.

G. L. Patrice visited Charles Fuller's winter quarters, and reported the wagons and rides all newly painted.

PRELL'S BROADWAY SHOWS

BANG... BANG... BANG...

1949 SEASON OPENS MARCH 31

THIRD ANNUAL AMERICAN LEGION FLOWER SHOW AND SPRING FESTIVAL

(9) NINE DAYS (9)

March 31st to April 9th, Fayetteville, North Carolina

60,000 Soldiers in Fort Bragg

First Show In

(9) NINE NITES (9)

March 31st to April 9th, Fayetteville, North Carolina

\$1,000,000 Soldier Payroll

First Show In

WANT SHOWS—Girl Show, Posing Show, Midget Show, Crime Show, Wild Life, Iron Lung Show. All must be up to caliber of this Show. Any worth while Show that has merit will be financed. Contact us.

CONCESSIONS—All types of Grind Stores. Concessionaires, this Show has the finest of Still Dates and with the greatest list of Fairs of any Show in the East.

RIDES—Will book any Ride that does not conflict with what we have.

HELP WANTED—Foremen for all Rides, Second Men and Third Men. We pay the highest salaries and the best bonuses to all Help. If you drive Semis, we prefer you. Come on. Our season is long and sure.

WANT—Penny Arcade and Novelties. This is a great Show for this type Concession.

WIRE, PHONE or WRITE:

SAM E. PRELL, Prell's Broadway Shows

HOTEL CHARLESTON, CHARLESTON, S. C.

AFTER MARCH 26TH, PRINCE CHARLES HOTEL, FAYETTEVILLE, N. C.

CAMP HOOD PAYDAY

GATESVILLE, TEXAS

SIX DAYS — OPENING MARCH 28

RICHMAN-CARPENTER Present Their New

GREAT PLAINS SHOWS

(Formerly Silver States Shows, Unit #2)

WANT FOR THIS BIG SOLDIERS' PAYDAY & 23 FAIRS AND CELEBRATIONS IN WEST KANSAS, NEBRASKA, COLORADO AND WYOMING

RIDES: We have a good proposition for two Major Rides. We want to make this a nine-Ride Unit. Can use Spitfire, Roll-o-Plane, Tilt, Cat, Octopus, Fly-o-Plane, Looper, or what have you that will not conflict? Can place Ride Men who drive.

SHOWS: Want Side Show, Mechanical, Athletic Show, or what have you? We have two 20x30 Tops for worth while Shows. Have complete Frame-Up for Girl Show for someone with talent and wardrobe who will take care of the equipment. Hedy Jo Starr, contact.

CONCESSIONS: Want all kinds of Concessions that work for stock. Still date burr is \$16.00 for Hanky Panks. Open Midway. Need a few Agents for Stock Concessions. Binger McCord, contact.

FOR SALE: Photo Machine. Will book on Show. Five Diggers on a trailer; contact Shorty Denison (on the Show). At Winter Quarters in Omaha, Diggers and about 20 Arcade Machines in trailer; set of Octopus Tubs, need work, take them at your price. Ford Tractor, new motor, and Fruehauf Van, \$750.

Wire, write or call this week, HAMILTON, TEXAS; then GATESVILLE.

HARRY RICHMAN or EDDIE DAVIS

Winterquarters, Jim Carpenter, 1511 Farnam, Omaha, Neb.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

GRAND OPENING, APRIL 9, 1949

FOUR COUNTY FAIR GROUNDS, SUFFOLK, VIRGINIA
LEGION POST 57

WANT: Frozen Custard, French Fries, Ball Games, Pitch-Till-You-Win, Candy Floss, Photo Galleries, Long Range Galleries, Short Range Galleries, String Game, Penny Arcade, Guess Weight and Age. All Hanky Panks open — 10-in-1 Show, Wild Life, Monkey Show, Motordrome, 1 Girl Show with 2 or 3 Girls.

WM. C. MURRAY, P. O. Box 461, Suffolk, Va.

WANT TO BUY

LARGE SNAKE — MUST BE SELF FEEDER
ALSO LARGE TURTLE AND GIANT RAT

Address:

C. S. KARN, c/o Hennies Bros.' Shows
HOT SPRINGS, ARKANSAS

WANT—DAN DONNINI—WANT

Wheel, Rolldown, Razzle, Pea Pool Agents. Also Bingo Counter Men. Whitey Feller, Little Tony, Charles Nicholas, get in touch with me. Also want General Help. Boys who worked for me, come on. Positively no drunks. Show opens April 15. All reply to

DAN DONNINI

c/o Bright Lights Shows

Rockymount, Va.

BEE'S OLD RELIABLE SHOWS, INC.

OPENING McMinnville, Tennessee — APRIL 8th

WITH THE FOLLOWING LINE OF FAIRS ALREADY BOOKED:

Washington Co. Fair	Springfield, Ky.	June 20-25
Annual Fourth of July Celebration	Greenup, Ky.	July 4-9
Anderson Co. Fair	Lawrenceburg, Ky.	July 18-23
Mercer Co. Fair	Harrodsburg, Ky.	July 25-30
Germantown Fair	Germantown, Ky.	Aug. 8-13
Marion Co. Fair	Lebanon, Ky.	Aug. 15-20
Lewis Co. Fair	Hohenwald, Tenn.	Aug. 22-27
Warren Co. Fair	Bowling Green, Ky.	Aug. 29-Sept. 3
Humphrey Co. Fair	Waverly, Tenn.	Sept. 5-10
Horse Care School Fair	Horse Cave, Ky.	Sept. 12-17
Hart Co. Fair	Munfordville, Ky.	Sept. 19-24

AND THREE MORE TO BE ANNOUNCED LATER.

WANT SHOWS—Want GIRL SHOW with three or more Girls. Prefer one with own equipment or we can furnish equipment. Curly McCann, answer. Also want Snake, Monkey, Unborn, Motordrome, Side Show or any other Show of merit. Want Talker for Fun House.
RIDES—Want to book one of the following: Train, Boat Ride, Moon Rocket, Looper, Spitfire, Rolloplane, Fly-o-Plane, or any not conflicting. Low percentage.
CONCESSIONS—Want Custard, Snow Ball, Jewelry, Photos, Rotos, Diggers, Scales, Short Range Gallery (Pat O'Brien, answer), and Hanky Panks of all kinds. Also want Agents for P.C. and Slum Stores.
 Address all replies to Route One, Winchester, Ky.

JIMMIE CHANOS SHOWS

Opening April 18th, Muncie, Ind.; Then Richmond, Ind.

All Who Are Booked Come to Muncie

WANT LEGITIMATE CONCESSIONS—Fish Pond, Duck Pond, Pitch-Till-You-Win, Hoop-La, Ball Game, High Striker, Custard, French Fries, Photo Gallery, and on account of disappointment, want A-1 Cook House that caters to Show People.
WANT—Wrestler to take care of first-class Athletic Show.
WANT SHOWS—Monkey Show, Ten-in-One, or any other Show with own outfit.
 This Show has nine nice office owned Rides. Want Ride Help for Merry-Go-Round and Caterpillar; Second Man for Wheel and Octopus, Roll-o-Plane; prefer those who drive Semis.
 This Show has no gate and no racket. All replies to:

JIMMIE CHANOS

11 N. W. 70th St., Miami, Fla., until March 25; then 801 E. Fifth St., Greenville, O. Winter Quarters.

C.C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT
 OPENING THIS SATURDAY, MARCH 26, AUGUSTA, GA., IN THE CITY

CONCESSIONS—Legitimate Stock and Hanky Panks of all kinds.
SHOWS—Place any worth while Shows with own transportation and equipment. Liberal percentage.
HELP—For all Rides, First and Second Men. Must be Licensed Semi Drivers. Will place Sound Car with Concessions. All wire:
 C. C. GROSCURTH, Augusta, Ga.

SPECIAL CALL

ROGERS GREATER SHOWS

OPENING UNION CITY, TENN., MARCH 31st

WANT—Frozen Custard, Jewelry, Coke Bottles, Sno Balls and other Concessions.
WANT—Penny Arcade with Top and transportation complete.
WANT—All kinds of Ride Help and Truck Drivers.
 Notice, All Fair Secretaries: We have the weeks of Aug. 15 and 29 open. Address Box 314, Union City, Tenn., for these dates.
WANT—SIDE SHOW. Will furnish 24x100-ft. Top and Paraphernalia. Jack Korie, answered your wire to Lakeland, Fla. Please answer.
WANT—Grind Shows with own transportation. Bill Cary, waiting to hear from you; also Paul Nelson, get in touch with me.

All replies to:

H. V. ROGERS, Box 314, Union City, Tenn.

HETH EXPOSITION SHOWS

OPENING EARLY IN APRIL IN SOUTHEAST MISSOURI

WANT Foremen for Ridee-O and Ferris Wheel, Second Men on all Rides.
WANT All Concessions open except Bingo and Cook House. Want Counterman and other Help for Bingo. Want Agent for Hoop-La.
 Will book any worth-while Shows and Attractions. Will book, buy or lease Merry-Go-Round (have transportation for same). Address:
 BOB HETH, MGR., BOX 246, MALDEN, MO.
 Winterquarters now open at Army Air Base, Malden.

WANT TO BOOK MY NEW MOTORDROME

I have almost completed building a Motordrome. Everything is new. My wife, daughter and myself are all drome riders. I have not booked on any show this coming season. Will go anywhere in U. S. A. Would like to play the Middle West or the East. This drome will load on one small truck or wagon. Will book show on following terms: Sixty-fourty, you to furnish one truck or wagon. The show that I join to pay one-half of the freight to get to your show. But here is the catch. I have enough money to complete show, but I will have to have an advance of \$800 for expenses to join you. Let's hear from you at once. Phone if you can, 8:30 p.m. your time. Phone: Santa Monica 92909. Wire or write
CURTIS PROSSER
 R514 RINDGE AVENUE PLAYA DEL REY, CALIFORNIA

TIVOLI EXPOSITION SHOWS

WANT FOR BATESVILLE, ARK., WEEK OF MARCH 21. NEWPORT, ARK., TO FOLLOW.
CONCESSIONS—Legitimate Stock Stores of all kinds, Custard, High Striker, Photo and Novelties. What have you?
SHOWS—Can place any Show that has something to show except Girl Show and Motordrome. Can place Glass House, Fun House, Animal Show, Monkey and Side Show. Want to book Dark Ride.
HELP—C. S. Noell wants G-Top Operator, one who can get it up and down and take care of it. Corkey Zimmerman wants Chef and Waiters for Cookhouse.
 Contact: H. V. PETERSEN, Mgr., or C. S. NOELL, Gen. Agr. Batesville, Ark., until March 26; Newport, Ark., to follow.

WINTER QUARTERS

W. G. Wade

DETROIT, March 19. — With the return to quarters of W. G. Wade, owner-manager, and D. Wade, general representative, openings on the various lots in this city were ordered. Unit No. 2 pulled into the Davidson Gallagher location to open the season. Weather was bad on the second and third Sundays. Gladys Schwan is secretary of the unit. It has an office-owned Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Rolloplane, augmented by Evelyn Findlay's three kiddie rides and six concessions.

The main unit opened Thursday (17). Limitations of the lot held the org to about 10 major rides and four kiddie rides, with searchlights, light towers and nine concessions.

Mrs. Mildred Miller, general secretary, flew in from a vacation in New Orleans. Harry Mannas is due to get his string of concessions ready. Smitty (Buckets) Frazer was a visitor at the office, as was Pop Burr, who has been with the org continuously since 1912.

Jim Mullholland wrote that he has enlarged his Monkey City with many new features, and Jack Korie has enlarged the Freak Show and other units. Walter Crossland has all rolling stock overhauled and in good shape. Sam Hanson reported all equipment in top condition.

Joe and Ester Miller arrived in time for the pull-out. The Burges are expected with their Scooter cars and kiddie rides. The Bert Pritts are on their way in, and Curley Stephenson, Malcolm Lewis and Findlay Clark are here awaiting action.

Bright Lights Exposition

ROCKY MOUNT, Va., March 19.—With the return of Owner Lew Heck from Florida, work here has stepped into high gear. Herbert Conn, in charge of transportation for the second year, is checking rolling stock. Marshall Baugnness is lettering trucks and painting show fronts and ticket boxes. Frank A. Norton is supervising a crew in reconditioning rides and shows. Funhouse is getting a new front. Dannie Donnini came in from Florida and has his equipment ready.

Shows will play Virginia, West Virginia, Maryland and Pennsylvania. Mr. and Mrs. Joe Rae advise from Johnstown, Pa., that they will be on hand with their candy apples and popcorn. Cookhouse operators Mr. and Mrs. Mike Lucas will arrive soon from Warren, O., to recondition their equipment. Laverne Heck has son, Francis, in the local school until shows open.

Staff includes Lew Heck, owner-general manager; Frank Z. Hyde, general representative; Dannie Donnini, business manager; Frank A. Norton, electrician; Marshall Baugnness, advertising; Herman Conn, transportation superintendent, and Joe Rae, lot superintendent.—FRANK A. NOR-TON.

Georgia Amusement Co.

AYERSVILLE, Ga., March 19. — Org will open in Tocco, Ga., April 16. It will get delivery on a new Ferris Wheel April 1. Concessionaires who will be with the show are Hank Stulken, Jessie Blarton, C. Holcomb, Sam Ranko, Raymond and Roy Millbanks and Mrs. H. H. Scott. Bill Burnett will have kiddie auto and Hi-Yo Silver rides and M. R. Crenshaw the Snake Show.—H. HENRY.

Lankford Overland

MOULTRIE, Ga., March 19.—With only a short time to go to opening, work has started on painting rides and show fronts. Org opens at the Moultrie State Market April 9.

H. H. Williams and wife were in from Adel, Ga., to sign up for the cookhouse. They were accompanied by their son who was on leave from the navy.

Rocco

ST. PAUL, March 19.—Org this year will carry nine rides and four office-owned shows. Doc Crosby will have four shows, including "Baby Ruth From Duluth."

Leo Ctibor will have kiddie autos, kiddie Octopus, kiddie Ferris Wheel, bingo, novelties, ice cream, popcorn, root beer and the glass house.

Carlos Rocco is decorating the rides. Betty and Steve Guiliuam are due soon from Texas. Erv and Ann Ski have reported. Mr. and Mrs. Jake Sokalic will have five concessions; Paul and Mable Dudansky, four, and Red Howard Johnson, seven. Mr. and Mrs. Rodney Johnson will have photos, and Dick Deppe will be Wheel foreman. Red O'Hara again will be electrician.

Garden State

PHILLIPSBURG, N. J., March 19.—Manager Robert H. Miner Jr. and family returned from Miami to prepare for opening of shows' winter quarters at New Holland, Pa. Also here are Mr. and Mrs. Kenneth J. Whitehead, ride superintendent and electrician, and Matthew Roberts, Chairplane foreman, mailman and The Billboard sales agent.

Org opens April 30 in Coplay, Pa., under fire company auspices. Other contracts recently inked by Owner R. H. Miner and R. H. Miner Jr. include the Lower Providence Volunteer Firemen's Fair at Collegeville, Pa., May 25-June 4, and Four County Firemen's Convention, Easton, Pa., June 13-18.

Owner Miner has announced that shows will work to a free gate. Orders have been placed for two more generators.—GERALDINE MINER.

STEEL RAILS

FOR SALE

Light Gauge 16 lb./20 lb.
 15' to 30' lengths

SHAMOKIN IRON & METAL CO.
 P. O. BOX 343, SHAMOKIN, PA.
 PHONE 422

Mid-Western Exposition

CAN PLACE

A-1 ELECTRICIAN—Transformers. MIX-UP FOREMAN—Salary and Percentage. High Single Pole Free Act. Floyd Crouch, answer. Talent for Athletic Show. Agents for Ball Games, Slum Stores. Skillos, Count Stores, Blower, Bowling Alley, Swingers. Come on—Midway Open.
 GEO. HANLON, Legal Adjuster.
 Address: Henderson, Tex., this week; Gladewater, next.
 TED WOODWARD, Owner and Gen. Mgr.

FOR SALE

Arcade—55 machines mounted on 27-ft. trailer, fluorescent lights; also a lot of extra machines to go with it. Very flashy, tires 100 per cent. Must be seen to appreciate. Will book same on show reasonable. Trucks: 1 1942 1½-Ton Ford with rack body, good motor and tires; 1 G.M.C. 2-Ton Tractor, saddle tanks, perfect motor and tires; 1 special built Trailer to handle Spit Fire, tires 90%. This equipment is in first-class condition. I have no use for these trucks. Can be seen in Winterquarters. All priced reasonable. NESSLER'S SHOW, Sandoval, Ill.

GOLD BOND SHOWS

New Amphitheatre Midway & Exposition
 NOW CONTRACTING
 RIDES — SHOWS — CONCESSIONS
 Address: P. O. Box 229, Mt. Sterling, Illinois.

AT LIBERTY

AGENT WITH CAR

Owing to disappointment. No Billposter.
 Address:
JACK WARREN
 Mountain View, Mo.

American Beauty Shows

WANT

For one of the Best Routes in Missouri, Iowa and Kansas. 15 Fairs and Celebrations. Octopus Ride and Motordrome. Maiden territory for both. SHOWS: Illusion, Snake, Ten-in-One, Glass House, Crime, Fun House, Midget Show, Mechanical City, or any New or Novel Attraction. CONCESSIONS: Candy Apples, Long Range Gallery, Hoop-La, Frozen Custard, Glass Pitch, Scales, Photos, Cork Gallery, Snow Cone, Bumper, High Striker. Want to hear from Mr. Dunlop, Little George, Jake Rankin, Sparky Davis.)
Address either:

HAROLD EUTAH
Box 443
Joplin, Mo.

J. H. SHARPE
Box 29
Perryville, Mo.

WANT

Experienced Agents for Ball Game, Duck Pond, Cigarette Shooting Gallery, Pea Pool and Scales. Also Countermen and reliable Callers for Bingos (prefer Truck Drivers) Opening early in April with Gooding Amusement Co. Fairs start in July, including at least 3 State Fairs. Now showing with one unit at Oak Ridge with Denton's Shows.

Reply to **JOHN GALLAGAN**

BOX 1270 KNOXVILLE, TENN.
(Phone: 38491)

HAROLD EUTAH

WANTS AGENTS

For Stock Ball Game, Hit-Miss, Whiskey Bottles, Penny Pitch, Coke Bottle, Dart Balloon and other Stock Concessions.

FOR SALE—10x10 Pan Game, 14x14 Dish Penny Pitch, 4x3 Ball Chuck. These are in A-1 shape, complete.

Playing 12 Fairs, 3 Celebrations, starting Vinton, Ia., Wapella, Oskaloosa, Eldon, Bloomfield; Kahoka, Mo., Columbia, Lamar, Webb City, and 3 more, including the big Ottawa Fair, Miami, Okla.

WRITE OR WIRE: **HAROLD EUTAH**

BOX 445, JOPLIN, MO.

FOR LONG SEASON

Best Still Spots, Celebrations and Fairs, Missouri, Illinois and Arkansas. Open April 30. Two Saturdays. Want good man take charge of well framed Grab, Place String, Huckleby Buck, Bowling Alley, Long or Short Range Gallery, Hoop-La, Pitch-Till-Win, Novelties, Snow Ball, Dart Board, Hit-Miss, Ball Game, any Stock Concession not conflicting. Want Shows—Mechanical, Dog and Monkey, Fun house. Second Man for Merry-Go-Round; must drive. Will book or buy Octopus in good condition. Contact at once:

JACK WALLACE, Mgr.
LONSDALE, ARK.

J. R. LEERIGHT SHOWS

Opening Abilene, Kan., April 2. Have proven route for Spring and choice Fairs and Celebrations in Colorado, Nebraska and Kansas. Want—Wheel Foreman for \$5 Ell, First and Second Men on Tilt, Swing, Roll-o-Plane. Any Show not conflicting. Few Stock Concessions open. What have you? Palmistry open. Do not phone. Wire or write:

J. R. LEERIGHT, Herington, Kan.

CARNIVAL WANTED

By Marine Veterans' Organization for Annual Celebration. Write

G. C. WARREN

279 North St. Middletown, N. Y.

Wanted—Wanted—Wanted

Man to operate Kiddie Auto Car Ride who can drive, also High-Striker Agent, man or woman, West Virginia territory. No boozers, chasers or forty milers. Write immediately.

CHARLES ROY

Box 963 Salisbury, North Carolina

Now Booking for 1949

Rides, Shows and Concessions

HAPPYLAND SHOWS

1633 Seyburn Detroit 14, Mich.
Phone: WALnut 1-7924

WANT

Count Store Agents

Open Quincy, Ill., April 15. Contact me next 3 weeks, c/o Gen. Del., Galveston, Tex.

CARL HERRICK

KIDDIE AIRPLANE RIDE

Must be good and ready to work. Cash!

C. L. DROLLINGER

1223 E. Burlington St. Iowa City, Iowa

From the Lots

Midwest

BLYTHER, Calif., March 19.—Org opened here March 10 to good attendance. Owner Ed Lundgren has returned from a business trip thru Northern California and Nevada. Sue Lundgren is secretary; Leonard Oborn, agent; Blackie White, lot n.an; Ernest Mathis, ride foreman and electrician.

Concessions: Mr. and Mrs. Homer Mounts, popcorn, candy floss, country store; Mr. and Mrs. White, long range gallery, cookhouse; Mitchell Lee, mug joint, mitt camp; Mr. and Mrs. James Lundgren, country store, ball game; Jerrie Mathis, glass joint; Mr. and Mrs. Chuck Denny, balloon store, cork gallery; Bill Allman, country store; Jerry Moran, penny pitch; Cherry Moran, bell joint; Bill Price, diggers; Mr. and Mrs. Leo Sox, jewelry; Mrs. Shonaker - Burko, hoop-la; George Stickle, short range.

Rides: G. L. Jennings, Rolloplane foreman; J. P. Spurlock, Ferris Wheel; William Stone, Mixup; John Freates, kiddie rides; Bob Plumber, Merry-Go-Round; Mr. and Mrs. W. E. Giderson, pony ride and Wild Life Show; Leonard Giberson, Freak Show; Cherry and Bill Moran, Girl Show. Edith Sterling will join with Iron Lung, Stevenson, with Monkey Motordrome, visited on way east.—**MRS. JAMES LUNDGREN.**

Peppers All State

ALEXANDRIA, La., March 19.—Org opened here Friday (11) to good weather and biz. Shows received plenty of advance publicity thru *The Alexandria Town Talk*, of which Hunter Jareau, a friend of the shows, is editor. Joseph Murphy, of the same newspaper, gave much of his time. Full co-operation was given by Station KVOB, merchants of the city and the Junior Chamber of Commerce, sponsor.

More neon has been added to the rides and shows.

Bobby Sickles is away on a booking trip. Paul Critzer is recovering from an operation and is expected back soon.

Org opened with 8 rides, 6 shows and about 40 concessions. Sport Matthews, high pole, has the free act.

Magic Empire

LAUREL, Miss., March 19.—Org opened here under sponsorship of AMVETS, biz being good. Two new semi-trucks were received here. Curley Sears is owner-manager; Frank Owens, general agent; C. M. Miller, electrician and lot superintendent; Tommy Carson, legal adjuster; Harry Head, concession manager. Jimmy Allen has razzle; Mrs. Goodwin, fishpond; Joe Goodwin, 15 concessions; Victor Ferguson, 6. Rides: Swings and Fly-o-Plane, Dale Parish; Caterpillar and Tilt-a-Whirl, Lefty; Merry-Go-Round, Posey Ogle; Ferris Wheel, Ray Hickman; three kiddie rides, Quackenbush. Org is transported on trucks, and shows have new fronts.

AGENTS WANTED

For '49 season at beautiful Ceteron Park on Lake Chautauqua, in heart of summer resort area. Only large amusement park within 70 miles, with 200,000 population within 20 miles. Booming industrial area. Cigarette Gallery Watch-La, Ball Games, Wheels, Long Range Gallery, Blower, Duck Pond, Balloon Darts, High Striker, Age, Weight, Basketball. Only hustlers apply. Drunks and H.O. artists, save \$r. ALSO FIRST CLASS MIKE MAN FOR ELECTRONIC RACE GAME and Hand writing Expert. Good proposition. Write immediately. Preview May 14.

LARRY STURDEVANT

11 W. End St. Jamestown, N. Y.

FOR SALE OR LEASE

1 No. 5 Ell Deluxe Ferris Wheel loaded on International Semi. FOR SALE—Miscellaneous Show Equipment, including 3 Trucks, DC Generator and 50 Kw. GE Transformer, Office Trailer. Contact

LEILA M. GROFF

4601 Bell Garden Ave. Bell, Calif.
Phone: JEFFerson 5088

HENNIES BROS.' SHOWS

WANT SIDE SHOW

Due to last minute disappointment. Have front, bally, etc. If you cannot produce a good show do not answer. No Half and Halfs wanted.

CAN PLACE A-1 FERRIS WHEEL FOREMAN (Joe Kissell, answer)
ALSO WANT CAPABLE FOREMAN FOR HI-BALL

FOR SALE: 16-CAR OCTOPUS

Used 2 Seasons. \$1,000.00 Extra Lighting Effects. Condition: Like New. PRICE \$7,500.00. Terms to Responsible Parties.

SHOW OPENS SATURDAY, APRIL 9, HOT SPRINGS, ARK.
All Address: HENNIES BROS.' SHOWS, P. O. BOX 414, HOT SPRINGS, ARKANSAS

DICK'S Greater Shows Inc.

WATCH NEXT WEEK FOR OPENING SPOT AND DATE WANT

SHOWS: Fun House, Wild Life, Snake Show, Motordrome.

CONCESSIONS: Ball Games, Six Cats, Scales and Age, Novelties, Penny Pitch, Glass Pitch, Long or Short Range Shooting Gallery, PENNY ARCADE.

RIDES: Will book Spitfire or Octopus.

HELP: Tilt-a-Whirl and Merry-Go-Round Foremen, Second Men on all Rides. Semi Drivers preferred. TOP SALARIES.

R. E. GILSDORF, Box 401, Chews, N. J.

INTERNATIONAL SHOWS

OPENING APRIL 9—WANT FOR SEASON

Shows—Manager for fully equipped 10-in-1. Must have Working Acts. Manager for Girl Show. Also for Posing Show. Must have own wardrobe. Operator for Snake Show.
Will Book—Mechanical Show, Ossified Man and Fun House or any other Show not conflicting. Must have own transportation. Little George, contact me.
Rides—Want Pony Ride, Mix-Up, Roll-o-Plane and Miniature Train.
Help—Foreman for El Wheel. Second Men on all Rides; must drive Semis.
Concessions—Will book Ball Games, Pitch-Till-You-Win, Penny Pitch, Fish or Duck Pond, String Game, Bumper, Photo, Popcorn (must have flashy outfit, Lead Gallery, Cork Gallery, Snow Cones, Canded Apple, Age and Scales, High Striker, Jewelry; other Slum Concessions open. Want reliable couple for fully equipped Cook House; must cater to Show People. Agents for office Slum Stores, Grind Store Agents. Head of Store open for Razzle Dazzle, Pin Store, Roll Down, Bear Wheel. Two P.C. Dealers. Jimmy Casey, Crip Born, Eddie Murray, Orville Lee, Pretty Boy Karr, Sweet Pea, Eddie Tubbs. Above named, contact me by letter.
Want—Legal Adjuster, Billy Martin, contact me. Jersey Bob, write. Lucky Urquhart wants Counter Men for Bingo. All replies:

COLEMAN LEE, Mgr.
MOFFETT, OKLA.

ENDY BROS.' SHOWS

WINTERQUARTERS NOW OPEN

WANT WORKING MEN IN ALL DEPARTMENTS: BLACKSMITH, WAGON BUILDERS, PAINTERS, TRAIN HANDS.

All Report: **JOHN (TINY) DEMPSEY,**
Albany, Ga.

CAN PLACE RIDES NOT CONFLICTING. CAN ALSO PLACE GLASS HOUSE, MONKEY SHOW AND MOTORDROME.

Answer: **DAVE ENDY, 743 Seybold Bldg.,**
Miami, Fla.

F. M. SUTTON SR. Presents

GULF COAST SHOWS

GRAND OPENING, APRIL 9

AMERICAN LEGION SPRING CARNIVAL, CARUTHERSVILLE, MO.

Want one more Big Ride. Will book or lease or buy one more Big Ride with transportation. Prefer Octopus or Flying Scooter, Roll-o-Plane or Tilt. Will furnish Tents and Panel Fronts for Girl Show, Snake Show, Athletic Show. Would like to hear from Red Durham and Filipino Jimmie. Will sell "Ex" on Long Range Gallery. Can always place Stock Concessions.

Address: **F. M. SUTTON SR., Mgr., Fairgrounds, Caruthersville, Mo.**

WANT TO BOOK

Very good proposition for a Spit Fire. I am carrying 3 other Major Rides. Can use the following Concessions that can work for 25¢: String Game, Dart Balloons, Clothes Pin, Bumper, Add-a-Ball, Jewelry, Glass Pitch and Arcade

For Sale—New Photo Machine with X privilege on show, also a 60-ft. new Aluminum Caged Trailer Show with privilege on Show. We are booked solid in North Dakota and Montana on Celebrations and Fairs starting at Hettinger, June 3, and ending with the B Circuit of Fairs in Montana which include Glasgow, Forsyth, Baker, Glendive, Chinook, Ft. Benton, Beach and Bowman.

Can use Wheel Foreman and Second Men on Rides.

CURL AMUSEMENT CO.

411 A STREET

SOUTH SIOUX CITY, NEB.

Central

Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

Wants for Opening—BEAUFORT, S. C., April 2-9
Two Saturdays and Balance of Season

We have the best route in the South. We hold contracts for Galax, Va., Fourth of July, with more Virginia spots to follow and Fairs until Christmas. Never before have we had such a good spring route. Want Rides not conflicting. Want Concessions that work for stock. This is good Concession territory. Will book one Mitt Camp, no Gypsies. Can place Shows with own outfits except Ten-in-One and Minstrel. Want Side Show People, also Colored Performers; salary out of office. Want one more Free Act. Have good High Pole Rigging. Can furnish to right party. All contact

SHERMAN HUSTED

4302 Pineville Road (Phone 205061), Charlotte, N. C., until March 29; then Beaufort, S. C. No collect calls or wires, please. You pay yours, I'll pay mine.

2 SATURDAYS
2 SUNDAYS

HELLER'S ACME SHOWS

2 SATURDAYS
2 SUNDAYS

Winterquarters
Now Open

OPEN APRIL 8 TO APRIL 17 INCLUSIVE

Winterquarters
Now Open

10 BIG DAYS AND NIGHTS—14 MILES FROM NEW YORK CITY

Want Airplane, Merry-Go-Round, Whip Foremen and Second Men; semi drivers preferred; top wages. Want Shows—Iron Lung, Mechanical City, War Show, Jungleland, Monkey Circus or Dog and Pony or Wild Life. I have tops, fronts and transportation, what have you? Don't want Rides, have 10 of my own. Want Concessions—Bumpers, Basketball, Pitch Games, Hoop-La. Will book Man with 2 Stop Wheels and 1 Count Store, exclusive. Want to buy Bingo complete. All address:

HELLER'S ACME SHOWS, Box 6, Campgaw, New Jersey. Phone: Wyckoff 4-0333M

LAWRENCE CARR SHOWS

WANT

WANT

for

NEW ENGLAND'S FIRST BIG CELEBRATION

PATRIOT'S DAY, APRIL 19, BATTLE GROUNDS, CONCORD, MASS.

PARADES, FIREWORKS, FLOATS, ROAD RACES, EXERCISES, ETC.

WANT—Concessions of all kinds that work for stock.
WANT—For season on Number 1 Show, Concessions except Cookhouse, Pop Corn and Candy Apples, which are already sold. Have good opening for P.C. that carry Hanky Panks.

LAWRENCE CARR, 196 Wildwood Street, Wilmington, Mass.

SCOTT LAMB

WITH LARRY NOLAN SHOWS

Will place one Experienced Caller for Race Horse Derby. Must know his business, no others need apply. Drinks, agitators and would-be Managers, please ignore this ad. All Agents contracted, please acknowledge this ad.

OPENING APRIL 1

SCOTT LAMB

SENTINEL, OKLAHOMA

SOUTHERN VALLEY SHOWS

WANT

WANT

Stock Concessions of all kinds. Also sober and reliable Agents for office-owned Grind Stores. Good proposition for Motordrome with own transportation. Want Shows with own outfits. We have a proven route of money spots, which includes the De Ridder, Louisiana, Spring Live Stock Show, week commencing April 4. Write or wire

EDDIE MORAN, Mgr., Spring Hill, La., this week; Minden, La., next week; then De Ridder Stock Show, week April 4; then we go north.

WANT—L. & C. SHOWS—WANT

For '49 season opening Clearwater, Fla., March 25. 8 Fairs booked. All legitimate Concessions open. Shows—Snake Show, Wild Life, Monkey Show, Motor Drome, Fun House; must have own equipment. No Rides needed, we carry seven Rides. ATTENTION: Fair Secretaries and Committees in Georgia, Tennessee, Kentucky, West Virginia, Virginia and Alabama, contact us for open dates. Will sell ex. on Cook House and Custard. Wanted—Girl Show Operator. Kermit Summers, contact.

FRED CANTRELL, GENERAL MANAGER, CLEARWATER, FLORIDA.

Wire or Phone—Phone No. 414-5544

ANNUAL FIELD DAY CELEBRATION

MAY 19 THRU 31

Hundreds of Gifts Given Away. Television Sets, Washers, Radios and many other items.

GOOD SHOWS, HIGH ACT, MOTOR DROME, ETC., WANTED.

Sponsored by Third Ward Men's Club of Salina. Write:

C. F. GRAY

P. O. Box 26, Salina Station, Syracuse 8, N. Y. Phone: Syr. 3-5863.

BOONE VALLEY SHOWS

Opening Boone, May 14th, and then as per route. Full season.

Can use a few Concessions—Short and Long Range Lead Gallery and also Stock Stores. Can use extra Ride Help; Electrician wanted. For Sale—20 by 40 Bingo Top and Frame complete, also Van Trailer.

BOONE VALLEY SHOWS, BOONE, IOWA

IMPERIAL SHOWS

RIDE HELP

RIDE HELP

Foremen and Second Men who drive Semi Trailers for the following Rides: Tilt-a-Whirl, Roll-o-Piano, Octopus, Twin Wheels. Join at Winter Quarters, Carrollton, Ill., till March 30; then Galesburg, Ill. Shows—Good opening for the following: Fun House, Animal or Wild Life, Mechanical Village.

Opening Galesburg, Ill., April 1.

Winter Quarters: Carrollton, Ill.

BILL GULLETTE, Mgr.

CLUB ACTIVITIES

National Showmen's Association

1564 Broadway, New York

NEW YORK, March 19.—Funeral services of Executive Secretary Walter K. Sibley Sunday (13), at the Riverside Memorial Chapel, were well attended and the chapel was filled with many out-of-towners. Among the officers present were President Emeritus George A. Hamid, Vice-President Ross Manning, Secretary Phil Isser, Treasurer D. D. Simmons, Chaplain Fred C. Murray and Dr. Jacob Cohen. President Frank Bergsen sent a telegram as he was unable to attend. Many members of the NSA and the Ladies' Auxiliary were present. Reverend Allen E. Claxton conducted the services, with eulogy by Chaplain Murray.

Among the many floral pieces received were those from Hot Springs Showmen's Association, Michigan Showmen's Association, Pacific Coast Showmen's Association, Showmen's League of America, Ladies' Auxiliary of Miami, Ladies' Auxiliary of NSA, Granite State Shows, Lawrence Greater Shows, Cetlin & Wilson Shows, B & V Shows, Endy Bros.' Shows, I & T Shows; Frank, Paul and Max Miller; Ralph Decker, J. W. (Patty) and Frank Conklin, International Fireworks, The Billboard, Max Goodman and family, Jack and Irving Rosenthal, Ben Weiss, Lou Dufour, Frank Wirth, J. H. Marks, William Glick, Ross Manning and Oscar Buck, Roger and William Littleford, Dick Gilsdorf, Bob Parker and George A. Hamid's family and staff.

Joe McKee assisted Chaplain Murray with the funeral details. Burial was in Ferncliff Cemetery, in the NSA plot.

Fred Fornier died Saturday (12) at Clearwater, Fla., after a long illness. Funeral services were held Wednesday (16). Burial was in Southern Memorial Park, Miami.

Many of the boys are getting ready for the spring season and heading for winter quarters. Harry Mirsky left to join the Lawrence Greater Shows as secretary. Samuel Cohen is joining Prell's Broadway. Bucky Allen made a brief trip home. Joe Dubin is back from wintering on the West Coast. Sid Goodwalt and Ralph Goldstone recently joined the ranks of the benedicts. Louis Aarons announces the engagement of his daughter, Selma, to Victor Sherman. Interesting letter received from Bill Powell, who is en route to Hong Kong.

Among recent visitors were George Bernet, Matty Burns, Bernard Miller, Charles Zucker, Tom Quincy, Louis Victor, Israel Nathan, Eli Guralsky, Louis Aarons, Leonard Traube, Herman Wolfe, Benjamin Agin, Jack Lichter and Dan Thaler.

Robert Allen has been discharged from the hospital. Morris Levi has entered the Shore Road Hospital, in Brooklyn, for an operation. Applicants approved for membership are Murray Rich and George Bovino, sponsored by L. D. King. Application received from Ben Gross. David Brown and Louis (Eunny) Elias returned from Miami.

Next regular meeting, Wednesday (23).

Ladies' Auxiliary

NEW YORK, March 19.—Funeral services Sunday (13) for NSA Executive Secretary Walter K. Sibley, at Riverside Memorial Chapel, were attended by large delegations of NSA and Auxiliary members. Floral tributes came from all parts of the country. Among the Auxiliary members and friends noted at the services were Dolly McCormick, Irene Gillis, Theresa Janpol, Dolly Udowitz, Bea Cohen, Margaret McKee, Lydia Nall, Mildred Ford, Ethel Eichel, Ethel Shapiro, Ann Lager, Queenie Van Vliet, Lillian Elkins, Ethel Weinberg, Dolly Dawn, Dode Allen, Anna Halpin, Ruth Robbins, Anna Peterson, Ruth Gottlieb, Ann Lichter, Sylvia

Showmen's League of America

400 So. State St., Chicago

Ladies' Auxiliary

Mrs. Robert H. Miller and Mrs. Margaret Hock were hostesses at the social, Thursday (10), in Hotel Sherman. Winners included Mrs. William Reidy, Katherine Urwanger, Evelyn Hock, Carmelita Horan and Viola Parker. Next social will be Thursday (24).

Carmelita Horan will be chairman of a tour, April 13, of the Snite Furniture Store in Chicago.

Ida Chase is still in Phoenix, Ariz., visiting Rose Brown. Myrtle Beard recently spent some time with Rose and Ida.

Billie Lou Foreman is recuperating at home after being hospitalized five weeks.

Hot Springs Showman's Club

310½ Central Ave., Hot Springs, Ark.

HOT SPRINGS, March 19.—A special committee under Chairmen Harry W. Hennies and Charley Weaver purchased a cemetery plot of 75 graves in Memorial Park. James Setler, who died Friday (4), was the first to be buried there. He was not a member of the club.

The bingo game Thursday (10) brought out 380 members and friends. Harry W. Hennies reported a profit of \$550, which will go into the funeral and cemetery fund.

Friday (11) the regular meeting under President Noble C. Fairly was rushed thru, so that members and friends could be entertained at a special social. "British Major Cecil Bates," introduced as a visitor in Hot Springs, spoke on what he thought of America and Americans, and at times got the crowd hot under the collar. It was straightened out when the gentleman took off his mustache and monocle and turned out to be Art Briese, a member of the club, now living in this city. The Ladies' Auxiliary provided a buffet supper.

Guests at the Friday night doings included John M. Nelson, secretary of the Hot Springs Chamber of Commerce, and Emmett Karston, general manager of the Majestic Hotel. Nelson is the former star of the Coburn and Lassies White Minstrels, and he showed he had not lost his touch when he entertained the club with a few stories.

Denny Pugh, was in from Dallas. Bob Stevens, circus owner, is a daily visitor at the club. Dwight Bazinet and Dutch Wilson left for the Tulsa doings. Fred Naylor left for Buffalo, and Joe Murphy returned to his Texas farm. Mr. and Mrs. Charles Goss are in training for the coming season.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, March 19.—Regular meeting was held Tuesday (8). President Carl J. Sedlmayr presided. He presented contracts to the secretary in the amount of \$1,500 for ads in the club year book.

Noble Fairly was admitted to membership.

William (Hubba) Heiman is in Coral Gables Hospital. Sam Palitz is in General Pratt Hospital, and Jackie Shores, who was in the Miami Retreat, has returned to Boston.

Elected to the nominating committee were J. C. Weer, Oscar Buck, Max Goodman, L. I. Thomas, Jack Gilbert, Andy Markham, William Tucker, William (Whitey) Tara and Robert K. Parker.

Stern, Ruth Herman, Anita Goldie and Mrs. Joe Rogers.

Mildred Peterson and her husband are vacationing in Florida. Margaret Lux was in town on business.

Pacific Coast Showmen's Association
1235 S. Hope St., Los Angeles 16

LOS ANGELES, March 19.—The weekly Monday meeting (14) was presided over by Vice-President Mike Doolan. Also on the rostrum were Secretary Lou Manley and Treasurer Al Weber.

Fred Donley reported George Lauerman will be discharged from the hospital shortly. Others on the sick list include Harry Wills, Louis Buckley, Pat Ryan, Ed Smithson and Jack Bush. Red Cohen reported Sam Bosworth okay again.

Vice-President Doolan displayed the dummies for the PCSA Year Book.

Visitors included Harry Golob, Salt Lake City; Jack Brocker, Harry Link, Tony Nelson and Tony De Farbo, the last named visiting from San Francisco.

O. N. Crafts, of the Crafts Shows, was host to 150 PCSA members at the National Orange Show, San Bernardino.

Ladies' Auxiliary

The meeting Monday (14) was called to order by Opal Manley, second vice-president. Other officers present were Secretary Edith Hargrave and Treasurer Peggy M. Forstall. Ruth Gorden, third vice-president of the Heart of America Auxiliary of Kansas City, Mo., was a guest.

Correspondence was received from Betty G. Coe, Bobby Douglas and Jennie Reagel.

Reported ill were Inez Allton, Marie Morris, Midge Holding and Blossom Robinson.

The bank award was won by Donna Day. Door prizes, donated by Rose Rosard, Mora Bagby and Opal Manley, were won by Vivian Horton, Bertha McCarthy and Ann Doolan. Mora Bagby donated a set of silver spoons to be raffled later. Rose Ann Jones made a bazaar donation.

Called on for short talks were Mora Bagby, Ruth Gorden, Mrs. Francis Keller, Ester Carley, Madge Buckley, Pearl Jones, Marie Mead, Edith Walpert, Mable Brown, Charlotte Cohn, Ann Waterman, Emily Friedenheim, Babe Miller and Mary Bacigalupi. Vivian Horton has moved to Albuquerque, N. M.

Members were invited to visit the Orange Show at San Bernardino as guests of Orvale and Maybelle Crafts.

Following the meeting bingo was played and lunch was served by Estelle Wampler, Rose Rosard and Alta Denué.

Michigan Showmen's Association
3153 Case Avenue, Detroit

DETROIT, March 19.—Regular meeting was held Monday (14). Third Vice-President Fred Silber presided in the absence of President Jack Gallagher. With Silber on the rostrum were Harry Stahl, past president; Louis Rosenthal, treasurer, and Bernhard Robbins, secretary.

Alexander Kaplin and Sam Sullins are on the sick list.

Letters were read from Teddy Underwood and Mrs. Beatrice Tarbes. A thank-you letter was received from the Veterans Hospital in Dearborn for the Millionaires Party put on there by members of the club. Cigars, candy and cash prizes were given out. Equipment for the affair was donated by Charles Stapleton.

Louis Wish is in from California, and Mike Tisser and Joe End are in town showing their merchandise.

Max Kahn and Bernhard Robbins donated the lunch following the meeting.

Ladies' Auxiliary

Regular meeting was held Monday (14). On the rostrum were President Bessie Gallagher, First Vice-President Grace Ziegler, Second Vice-President Ann Borker, Third Vice-President Laura Baker, Treasurer Charlotte Richardson and Secretary Dorothy Gold.

New members are Louise Tyler, Vivian Heard and Anna Crisler Brill.

The St. Patrick's dance was managed by Ann Borker. Mickey Wolfe and his ork furnished the music.

Mrs. Jennie Heshner is still in Florida with her daughter Joe Quinn. She is due back April 1. Sylvia Thomas is back from a winter in Florida.

Peggy Cohen announces the birth of a grandson.

Al Davis of the men's club did the art work on the walls of the club-rooms. Show scenes are depicted.

First prize in the raffle was won by Leona Bennett and second prize by Ida Schultz.

Greater Tampa Showmen's Association
Tampa, Fla.
Ladies' Auxiliary

The regular meeting was held Monday (7), presided over by President Jeri Ringlin. With her on the rostrum were First Vice-President Lois Sedlmayr and Second Vice-President Evelyn Kleider. Zelda Hercha filled in as sergeant at arms for Gertie Miller.

The dark horse was won by Ruth Alexander and brought \$8.25. The penny parade brought \$3.21.

The Stanley demonstration party, given at the last social, February 28, garnered a silver set for the club. It will be raffled off next fall. The Auxiliary also will be eligible for the grand prize the Stanley Company awards each year for the largest sales at any party.

Refreshments were served by Eleanor Stepp, Dena Berni, Helen Julius, Ellan Stophel and Vana Hardman.

The St. Patrick's party was held Monday (14). On the refreshment committee were Vana Hardman, Polly Pelak, Ella Stophel, Dena Berni, Helen Julius, June Boyles and Martha Sutrain.

Entertainment was provided by Bertie Perrot, Esther Young, Billy Cooper and Jeri Ringlin. Posing statues were won by Louis Morgan and Kiki Dolan. Geraldine Gaughn and Johnny Johnson won the dance contest. The circle dance was won by Esther Young and Bill Kemp.

Hazel Maddox, confined to her home with a broken heel, sent in a pair of pillow cases and an apron to be raffled off. They were won by Nora Filardo, bringing in \$15.75. Hostesses for the evening were Zelda Hercha and Nora Filardo.

Dottie Carroll brought her mother, Mrs. Maw. Another visitor who had just arrived from the North was Ruth Alexander's husband, Perry H. Alexander.

LAST CALL LAST CALL
LONE STAR SHOWS

OPENING APRIL 8, ELIZABETHTOWN, KY., IN HEART OF CITY, WITH LATONIA, NEWPORT AND COVINGTON, KY. ALL SPONSORED BY LOYAL ORDER OF MOOSE, UPTOWN LOCATIONS, TO FOLLOW.

Then Connersville, Indiana, auspices Fraternal Order of Police, big 8 day festival. Then mammoth memorial celebration with fireworks, parades, etc., Marion, Ohio. Then big Amvet Festival, Springfield, Ohio, with Chillicothe, Hamilton and Portsmouth, Ohio, followed by our first fair. Then the big July Fourth Celebration, July 2d, 3d and 4th, at Greensburg, Ky. A big old time event with fireworks, parades, contests, etc., and one thousand silver dollars and more than one thousand dollars in merchandise to be given away on midway. Three hundred thousand tickets good on the drawing distributed free in radius of fifty miles each way from Greensburg. Don't miss this big event. All fairs and celebrations starting July 5th, after Greensburg, running through November into Florida. Want for now and all season—All kinds of legitimate concessions except Bingo, Popcorn, Candy Apples, Snow and Floss. Novelties which are contracted for the season. Want Diggers. Joe Blash, Donald Fortner, Bob Parker, wire. Want Long Range Gallery, Fred Lassiter, wire. Want Scales and Age, Custard, Ball Games, Fish Pond, Cork Gallery, Photos, Short Range Gallery and all kinds of hanky panks. Nig O'Connell wants Agents for Count Stores, Pin Store. Harry Head, Blacky McPeak, Kelly and others, wire. Also Bowling Alley and Bucket Store Agents. Willard Archer wants Cookhouse Help, Griddle Man, Waiters, etc. Want all capable Concession Help. Want A-1 Scenic Artist and Sign Painter. Want Help and Foreman for Merry-Go-Round, Wheels, Tilt, Speedway, Octopus, Rolloplane, Chairplane, Cat, Spitfire and Kiddie Land. All address Bill Hartman, ride superintendent, or manager. Must be sober and semi drivers. Want Penny Arcade, Glass House, Funhouse. Want Side Show with own equipment and transportation. Very attractive deal. Mrs. Golden and others, wire. Want Motordrome with own transportation. Speedy Palmer, answer; also Art Spencer. Want Snake Show, Wild Life, Fat People, Midget and New and Novel Shows. Want Sensational Free Act, 2 people or more, Hugo Zacchini, wire if at liberty. Want first class Builder that can build fronts on semi trailers, all season's work. Everybody wire now. Get with the show that has the dates and plays the money spots. Those joining now given special consideration at fairs.

Address **MANAGER, Lone Star Shows, Elizabethtown, Ky.**

NOTE: Mr. Gluckman, Snake Show; Roy Brumley, Fun House; H. P. Scott, Illusion Show; wire Bob Overstreet, Elizabethtown, Ky.

GREAT SUTTON SHOWS

OPENING DOWNTOWN BLYTHEVILLE, ARK., SATURDAY, APRIL 9.
"BIGGER AND BETTER THAN EVER"

CONCESSIONS—Can place Hanky Panks and any legitimate Concessions. Will sell "Ex" on Custard, French Fries, Wonder Bar, Novelties, Age and Scales. SHOWS—Due to illness I can place capable Manager for 150-ft. Circus Side Show. If you have the people and can handle the Show, will give you excellent proposition. Also have good opening for Penny Arcade. This Show plays plenty of Fairs and Celebrations and good territory for Arcade. HELP—Can place First and Second Men on Tilt, Octopus, Loop-o-Plane, Spitfire, and want a good Foreman for Merry-Go-Round who can take care of ride. Foreman for Flying Scooter (Floyd Melton, contact me), also Foreman for Roll-a-Whirl. Want Second Man for Ferris Wheel. Can use Men for Tower Crew and Front Gate. (Dick and Margaret Copeland, contact Leo Allen or come on in.) Eddie Patterson wants Agents for Hanky Panks. Contact F. M. SUTTON JR., Mgr., Phone 59205, or come into Quarters on Pochanontas Rd., Jackson, Miss., before March 28.

WANT

MAN TO MAKE OPENINGS ON FRONT OF FAT FAMILY SHOW

Best fairs in the East. Good proposition to sober, reliable man.

Can place one Fat Lady. Write

MRS. C. S. KARN, Route 1, Jacksonville, Ark.

AGENTS WANTED

Count Store Agents. 1 Wheel Agent for only Wheel on Show Also a few Percentage Dealers. All Boys who have worked under Tommy Carson, answer. This is a 10-Ride Show.

ALL wires to: **JOE H. GOODMAN or TOMMY CARSON**
MAGIC EMPIRE SHOWS, MERIDIAN, MISS.

SIDE SHOW ACTS

Wanted for the best framed Side Show on the road—Good Front Man who can cut it, Ticket Sellers, Girl for Bally and Sword Box. Freaks and Working Acts of all description. Good Feature Attraction. Nothing too big if you can produce. Blackie Leemester, Grace McDaniel, Alzona Lewis, Ruck Doolin. Marie LeDue, Johnnie Carpenter, write to:

JOHN W. DUNNING, 311 West Main St., Earlington, Ky.

GEORGE W. NELSON SHOWS

Opening in Humansville, Mo., Saturday, April 9, through Saturday, April 16. Auspices American Legion and V. F. W.

Some choice still spots, then first week June we play two celebrations per week through June, July and August, mostly Northern Iowa. These are already booked. Following Labor Day we jump into Arkansas for fall fairs, which are already contracted. Four good Rides and two Shows. Good opening for well-flashed Hanky Panks. Bingo, Lead, Popcorn, Church sold. Can use good Hide Help who can drive and get it up and down. Two spots per week after June 1. Must be sober. Hi Striker, P.C. Agents and Rat Game Operator, contact Chas. Reynolds, Humansville, Mo. Sim and Evelyn Brewer, answer. All replies to **GEORGE W. NELSON, Rt. 4 on 40 Highway, Independence, Missouri.**

JOHN R. WARD'S SHOWS

OPENING APRIL 1, BATON ROUGE, LA.

WANT

Kiddie Rides, with or without transportation. Want G. M. Diesel Electrician.

Gentilly Station, New Orleans, La.

WANTED

Boss Canvasman, Grab Joint, Acts, Clowns, Bill Posters with car, Butchers, Sideshow, Concert. Buy or lease Elephants. 3 or 4 Horse Liberty Act. Phone Man wanted. Elephant Man. Will buy Marques. Open April 14th.

KELLY MORRIS CIRCUS
Post Office Box 40 Havana, Illinois

OHIO VALLEY SHOWS

Opening in April—Playing Ohio, Ind. & South. Want Concessions, Girl Show with or without outfit. Can use Tilt, Rolloplane, also Penny Arcade, Athletic Show. Ex. on Jewelry and Custard open.
ROXIE HARRIS, P. O. Box 142, Findlay, Ohio.

AUSTIN WANTS GIRLS

For Posing and Girl Show, top salaries. Answer: **AUSTIN**
Care Prell's Broadway Shows, Charleston, S. C., next week, Fayetteville.

WILLIAM COWAN

CAN PLACE FOR CONCESSION DEPARTMENT CAVALCADE OF AMUSEMENTS

Opening April 16, 1949, at MOBILE, ALA.

2 good capable Agents for Six Cats. Capable Reader to take charge of Camp with two readers.

One Relief Caller for Bingo and two good Counter Men. Good salaries and good treatment. MIKE SIEGEL, get in touch with me.

Can place a few Ten Cent Stock Concessions, such as Pitch-Till-U-Win, Balloon Darts, Basket Ball, Coke Bottles, Cigarette Shooting Gallery, Glass Pitch or any other Hanky-Panks. These must be neat and well stocked. Also can place real high class Photo Gallery.

Can place General Concession Help to report April 1st. Must be sober or you won't last.

ALL AGENTS CONTRACTED, REPORT APRIL 9
WRITE OR WIRE WINTER QUARTERS, MOBILE, ALABAMA

GRAND UNION SHOWS

OPENING MARCH 28, ANTLERS, OKLA.

ATOKA, OKLA., WEEK APRIL 4—ADA, OKLA., WEEK APRIL 11

WANT WANT WANT

MINSTREL SHOW PEOPLE (have complete Show framed). SIDE SHOW OPERATOR AND PEOPLE (have complete Show with transportation). You furnish complete inside. RIDE HELP FOR LOOP-O-PLANE and SPITFIRE. SECOND MEN FOR FERRIS WHEEL AND MIX-UP. WILL BOOK OR BUY OCTOPUS. WILL BOOK CONCESSIONS OF ALL KINDS except Popcorn, Snow, Cotton Candy and Percentage. Eddie Ryan wants Agents for Rolldown, Razzle Dazzle, Skillo and Slum Stores. Can use any capable Show People in all lines.

Contact: R. S. BUNCH or CASEY SMITH, Operators
Box 109, Hugo, Okla. (Phone: 1029-W), until March 27; then as per route above.



"HONESTY IS OUR POLICY"

Opening Athens, Ala., Saturday, April 2—LAST CALL
All Concessions open except Cook House, Diggers, Photo, Bingo, Percentage. Can place Monkey Show. Will book Rolloplane, Spitfire or Octopus. No gypsies or flats. All replies

JOHN PORTEMONT

Johnny's United Shows, opening Athens, Ala., Saturday, April 2.



WANT

Bingo, String Game, Ball Game, Fish Pond, Pitch-Till-U-Win, Blower, Bumper or any Stock Store. Any Shows not conflicting. Can use Diggers, Penny Arcade and Funhouse. Have very good opening for Colored Minstrel Show. Wire
MANAGER, PINE STATE SHOWS, MACON, GA.

GOODING AMUSEMENT COMPANY

NOW BOOKING

SHOWS — RIDES — CONCESSIONS, OPENING APRIL 18

Want Ride Help, especially Foremen for Eli Wheel, Tilt-a-Whirl, Octopus, Roll-o-Plane, Flying Scooters, Caterpillar. Must drive Semis and furnish good references. If you drink or change jobs promiscuously, do not apply. Can use Penny Arcade for season. Have several State Fairs for same. Address:

1300 Norton Ave. F. E. GOODING, President Columbus 12, Ohio

OLD SETTLERS AND AMERICAN LEGION FESTIVAL DAYS

Four Big Days and Nights—August 10, 11, 12 and 13, COLUMBIA CITY, IND.

F. E. GOODING'S RIDES ALREADY BOOKED.
WANT CONCESSIONS.

Write GRANT WEICK, Concession Chairman

OPEN APRIL 11, EMPORIA, KAN.

Want Stock Concessions all kind. Long Range Gallery, Photo. Want Shows—Ten-In-One, have new top and front; Girl Show, have top and everything; Monkey Show, Wild Life or any worth-while Show. Want Ride-O Merry-Go-Round Foreman and Second Men on all Rides; must drive semis. For Sale—\$3 Ft. Alma Trailer with Photo in back, takes 1½x2 and 2½x3¼ pictures. Lots of living space. Will book on show. Price \$1800.00. Diane, you can have it; wire winter unit, Mexia Texas All answers:

FREAR UNITED SHOWS
EMPORIA, KANS.

WANTED—AGENTS—WANTED

For Pin Store, Alley, Rolldown, Razzie, 6 Cat, Fish Pond and other Slum Concessions.

All Replies to

DWIGHT BAZINET or A. (DUTCH) WILSON
c/o TIVOLI EXPOSITION SHOWS, BATESVILLE, ARK., THIS WEEK.

CLUB ACTIVITIES

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, March 19.—The meeting Thursday (10) was presided over by John Francis, with Euby Cobb and Leo Lang assisting on the rostrum. The invocation was given by Euby Cobb in the absence of Roscoe Walk-up, who is ill.

Mike Riaff sent a card of thanks for flowers and other favors received during his illness. Meyer Katz thanked the club for sympathy on the death of his brother Sylvester. Harry Miller died at Veterans Hospital here, Tuesday (8).

Mort Silvers provided a 16-act floorshow with music for dancing at the St. Patrick's Day party.

Delca Vogt and Mrs. Harry Vogt, who entertained at the parties given by the club, were killed when struck by an automobile here, Tuesday (15).

T. Alonzo Shallow's wife presented him with twins at the Jewish Hospital, Monday (7). He passed out cigars and said they would be named Pat and Mike.

Russell E. Cowan is a new member, presented by Sid Sidenberg. George Regan returned from New Orleans and reported the takes good.

Present after long absences were John K. Maher, Frank Shortridge, Mickey Rankin, Mickey Stark, Ed Mablin, Alex Lewis, Harold Barlow, John Shelley, Bill Hoy, John (Fleas) Roth, Al Prospero and Sox Schantz.

Short talks were given by John Maher, J. P. Murphy and Dave Kiefer.

Sam Fidler started the carnival season here at 15th and St. Louis Avenue. The weather was fair. Others promising to start soon were John Maher, Harold Barlow, John Francis, Ed Campbell, Wesley Schumacher, Johnny Bale, Ernie Marohl, Russ Edwards, Charlie Oliver and Esther Speroni.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, March 19.—Mrs. Robert Seery, recently returned from Florida, presided at the Tuesday (15) meeting. Also on the rostrum were Past President Pearl McGlynn, Second Vice-President at Mae Oakes, Treasurer Claire Sopenar and Financial Secretary Irene Coffey. Edith Streibich gave the invocation.

Myrtle Hutt Beard wrote from Arizona. Hattie Hoyt, formerly with Royal Crown Shows, is in winter quarters of the Johnny J. Jones Exposition in De Land, Fla. Past President Lucille Hirsch also is in Florida.

Attending their first meeting were Harriet McBeth, Clara E. Barker and Roselyn Cromwell. Present after absences were Bibble Cherniak, Ann Graebert, Estelle Swaider and Mae Taylor.

Stella Sigsworth is in Belmont Hospital, and Catherine Potenza in St. Ann's Hospital. Isabelle Brantman and Billie Lou Foreman are recuperating at home. Bessie Mossman is ill. Ann Sleyster's husband is in Alexian Brothers Hospital. Helen Wong Jean, whose husband, Tommy Jean, is in Woodlawn Hospital, accepted an invitation to attend the club's fifth birthday party to be held at Cheam's Restaurant in Chinatown.

Pearl McGlynn donated a dresser scarf which was won by Edith Streibich. Ruth Clinton, Kathryn Robertson and Clara Barker were among those attending Polack Bros.' Circus on Showmen's League Night.

Claire Sopenar, chairman of the bond club, presented the 14th bond. A beach robe, donated by Betty Broderick, and a purse, donated by Mollie Foster, will be raffled later.

A social will be held Tuesday (22), in charge of Mrs. Robert Seery, Eva Shine, Josephine Glickman and Lillian Lawrence. Past President Jeanette Wall will donate a raffle prize, and Mae Taylor promised a dozen prizes. Members may invite guests.

Show Folks of America San Francisco

SAN FRANCISCO, March 19.—Regular meeting was called to order Monday (7) by First Vice-President Charles Albright. Fred Weidmann and Nate Cohn filled in on the rostrum for President Burke, Second Vice-President Teddy Levitt and Corresponding Secretary Albert T. Roche.

New members are Elizabeth Cottom, John Seielstad and John H. Heffel.

A card of thanks was received from John Pedersen, husband of the late Teloi Reece.

The club sent its annual contribution of \$10 to the American Red Cross.

Paul Kauffman won \$30 in the pot of gold. Kauffman, incidentally, recently became the father of mixed twins.

After the meeting there was entertainment honoring the "49 Camp and Going Away Party." Marie Burke, chairman of the entertainment committee, with Mickey Hogan as emcee, presented Willis C. Smith and Mickey Hogan, comedy knockabout; Joan Bauer, Vida St. Martin and Lillian Gibbons, in *Sidewalks of New York*; Lulu Nethaway, poems and satires; Marie Burke, medley tap dance, and Mayme LaRue, songs. Mae Jackson was accompanist for the acts.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 19.—The regular weekly meeting was attended by 30 members. On the rostrum with President F. W. (Boxie) Warfield were Treasurer George Carpenter and Secretary Al C. Wilson. After the meeting the entertainment committee served a lunch.

Friday (18) the annual pot luck dinner was served by the Ladies' Auxiliary.

Lone Star Showmen's Club

Dallas, Texas

DALLAS, March 19.—Regular meeting was held February 28, combined with a house-warming for Zula Julian. St. Patrick's Day refreshments were served by hostesses Mabel Welshman and Honey Vaughn, followed by bingo and rummy games.

There was a good turnout Monday (7) at a St. Patrick's Day dinner in the clubrooms.

Door prize was won by Francis Palmer.

WANT for SWINGLAND REVUE SHOW

Chorus Girls, Trumpet, Alto
Sax Players.

Contact "Dust Ball" Lewis.

W. C. KAUS SHOWS
Cullman, Ala.

LEO ALLEN

WANTS

Experienced Bingo Caller who understands Jackpots. Must be sober, reliable and able to stand prosperity. Top salary to man capable of filling this position. Contact immediately if interested.

LEO ALLEN

c/o Great Sutton Shows Jackson, Miss.

WANTED—GIRLS

Can use two or three Girls for Girl Show. Experience not necessary. Must be attractive. Wire at once. Opening here March 28.

RAY AYERS

c/o WORLD OF TODAY SHOWS
Muskogee, Okla.

Chances for New Ohio Fair Plant Loom Brighter

(Continued from page 55)
be located next to the university and thus could be used by the State College of Agriculture or for other year-round purposes.

Old Plant, "Disgrace"

Sowers termed the present fairgrounds "a disgrace to the State of Ohio." He pointed to the inadequate drainage facilities at the present plant, asserted that the traffic congestion could not be eliminated and declared, "You cannot solve the problem by buying adjacent land for parking; what you need are arterial highways."

E. M. Tharp, vice-chairman of the Columbus Planning Commission and chairman of the joint City-County Planning Commission, told the committee that the question of a new location is not a local or county problem, but one that concerns the entire State. He declared that the City Planning Commission was highly in favor of the Ackerman Road site since it fitted in with plans of the local planners for a bloc of land along the Olentangy River most suitable for future plans of the Ohio State University's College of Agriculture. He emphasized the high commercial value placed on the State fair by the merchants of Columbus.

Support Findings

R. C. Vogt, of the architectural engineering firm of Vogt, Ivers & Seaman & Associates, Cincinnati, defended the findings and drawings and cost estimates of his organization which apparently had convinced the commission that the Ackerman Road site was the most suitable of all considered.

In a prepared statement, Lawrence P. Lake, of Cincinnati, president of the Ohio Fair Managers' Association, maintained the State Legislature knew what it was doing when it passed the legislation to buy the land needed for a great State exposition, but that some of the most vocal opponents have tried to destroy the legislation calculated to give Ohio a fair site and ultimate buildings comparable to similar programs in New York, California and Illinois.

INDIANA DAIRY EXPO

(Continued from page 55)
40 cents. Coliseum will be scaled at \$1.20, \$1.80 and \$2.20.

Exposition will offer an estimated \$40,000 in prizes in the senior show for six dairy breeds and \$10,000 in the junior show for entries by 4-H Club and FFA members. Manufacturers of dairy barn equipment, farm implements and dairy products processing devices will show their products. Another feature will be a dairy products show with appeal to consumers.

Robert B. Hammer, Indianapolis, is secretary of the exposition. Other officers are Warren O'Hara, Indianapolis, president; R. H. McCurthrie, Huntington, vice-president, and Randolph H. Core, Franklin, treasurer.

INSURANCE

• • •

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

LAST CALL
In spite of h-1 or high water, we open here April 1st thru 9th. Place Shows, Hanky Panks, Second Men on Rides, Concession Agents for Merchandise Wheels (straight), Glass Pitch and others. Good Time Charlie, contact. Actors and Manager for Side Show. We have complete outfit. White and Colored Boxers for Cyclone Dunn's Athletic Arena. Remember, no grift, no dirt. It's "Clean as a Whistle."
DYER'S GREATER SHOWS
Box 128 West Helena, Ark.

100 Attend Services For Walter Sibley

(Continued from page 55)
of the NSA attending the services were Bucky Allen, Siro Aurillio, Sam Bibring, Curtis Bockus, Morris Brown, Irving Burke, Sam Burke, Arthur Campfield, John Cavanaugh, Charles Cingolo, Edward Cohen, Herman Cohen, Hyman Cohen, Dr. Jacob Cohen, Dr. Eichel, Moe Elk, Eddie Elkins, Sidney Goodwalt, Jerry Gottlieb, Ward Graves, George A. Hamid, Ben Hermans, Al Horowitz, Joe Hughes, Phil Isser, Al Janpol, Harry Kaplan, Dada King, Herbert Levens, Sam Levy, Jack Lichter, Bibs Malang, Ross Manning, Al McKee, Joe McKee, Paul Miller, William Miller, Harry Mirsky, Fred Murray, Johnny Nichols, James Peterson, James Quinn, Frank Rappaport, Louis Reiben, Sam Robbins, Jack Rosenthal, Clem Schmitz, D. D. Simmons, Gerald Snellens, Jack Stern, Dan Thaler, Issy Trebish, Justin Van Vliet, Lulu Wagner, Saul Wahnish, Joe Walker, Ike Weinberg, David White, Tom Wolf, Johnny J. Kline and Ted Wolfram.

A large delegation from the Ladies' Auxiliary, headed by Past-President Anna Halpin and President Queenie Van Vliet, assisted at cemetery services.

Gold Medal Debuts New Floss Cones

CINCINNATI, March 19. — Gold Medal Products Company, here, this week announced that production has started on its new machine-made candy floss cones which, it is reported, will prove a panacea for the varied problems encountered in the serving of them at circuses, carnivals and amusement spots generally.

Idea behind the new cones has been in the testing stage for some two years and recently was perfected. The cones will be available for the opening of the new season. The new cones, which meet all board of health standards and requirements, are never touched by hand when manufactured thru the new machine set-up. The cones are available to all floss stands, the management said.

Placerville, Calif., Gets Option on 20-Acre Tract

PLACERVILLE, Calif., March 19. —An option on 20 acres of land adjoining the El Dorado County Fairgrounds was voted by the fair board. The land is valued at \$300 an acre.

Altho the land may not be used for the 1949 fair, board members agreed it was a logical acquisition for future expansion plans.

Fair Manager Silvio Ronzone, in a meeting with the board, received approval of a budget of \$87,242.76 for the '49 fair. Budget now is before the State Division of Fairs and Expositions for approval.

R-B FLACKERS

(Continued from page 55)
John Murray Anderson in charge of productions, General Director Pat Valdo supervising the circus numbers and Antoinette Concello coaching the girls of the aerial ballet, while dance numbers are under the direction of Dick Barstow. Specs will be elaborate, as usual, with spectacular floats designed by Herman Rosse. Elephants will be the stars of an Atlantic City bathing beauty contest which will probably be the finale of the show. It is reported that Antoinette, wife of General Manager Art Concello and ace fem flier, will be aerial star of this year's show, resuming her role as a flier with one of the Concello aerial troupes. The line-up of new acts for this season has not yet been made public, but in addition to newcomers mentioned in previous issues, the program will have the double trapeze number, the Geraldos, a well-known European aerial duo.

O. C. BUCK SHOWS

OPENING APRIL 21, TROY, N. Y.
14 OFFICE OWNED RIDES—10 SHOWS—4 DIESEL PLANTS AND TOWERS—
FLEET OF 45 SEMI-TRAILERS

Playing Proven Territory Thru New York and New England.

3 OUTSTANDING FAIRS

Want Canvas Men, Talkers, Grinders and General Show Help for Roxie Lee's Revue and Posing Shows. Also for John Thiel's Monkey Show and Wild Life.

Jim Thompson can place Lady and Men Riders for Motor Drome.

Want men to take over operation of show-owned Fun House. Must drive semis. Will finance any proven and reliable showmen with new ideas.

Can place Ride Help on 12 late major rides. Semi drivers preferred. Address William Beldock, Ride Supt.

Want Show Painter for all season's work.

Address:

O. C. BUCK
WINTER QUARTERS, TROY, N. Y.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

Featuring

SID ALCIDO'S SKY ROCKETS

"Aristocrats of the Air"

BIG SPRING FESTIVAL, GREENVILLE, S. C., MARCH 26-APRIL 9, and a route of outstanding still dates, celebrations and fairs to follow.

SHOWS—We can place any New or Novel Show not conflicting with what we have. Have beautifully framed Snake, Illusion Show, Banners, Banner Line and new Top, will turn over to capable person with own illusion.

CONCESSIONS—Can place Scales, Age, Wonder Bars, Bowling Alleys, Long and Short Range Galleries, Nickel In, Ball Games, Hoop-La, String Game, Balloon Darts, Knife Rack, Huckley Buck, Cork Galleries, or Hanky Panks of any kind. Positively no racket. Can use Percentage Dealers.

Concessions: Address Wm. R. Hicks, Concession Manager

All others: Johnny T. Tinsley Shows
22-A E. Court Street, Greenville, S. C.



WORLD of TODAY

SHOWS

TWO SHOWS COMBINED IN ONE

LAST CALL

Opening Muskogee, Okla., March 26th; Then Oklahoma City, Okla., 11 Days Starting April 7th.

And the CREAM of the Middle West to follow for our still route.

WANT a few more slum outfits, any and all kinds. Custard, Mug, Fish Pond, Novelties still open. Write or wire us. We will furnish you with our entire route and the biggest in this show's history. CAN USE Penny Arcade, Fat Show, Monkey, Unborn or anything new and novel. Have tops and elaborate fronts, transportation if you have something of merit to put in same. Ray Ayers would like to hear from two more girls for girl shows.

ALL ADDRESS

L. C. REYNOLDS, Box 782, Muskogee, Okla. (Phone 7464)



Crystal

EXPOSITION SHOWS

WORLD'S CLEANEST MIDWAY

CAN PLACE

Legitimate Concessions of all kinds. Good opening for Photos, Lead Gallery, Guess Your Age. Due to disappointment can place Side Show. Want Choir Girls and Performers for Minstrel Show or will consider complete Show. Have 20x60 and 20x30 Tents. What have you to put in them? Want Foreman for #5 Wheel, also Second Men on other Rides. Address all mail to FERNANDINA, FLA., THIS WEEK; DOUGLAS, GA., TO FOLLOW.

Last Call—PAGE BROS.' SHOWS—Last Call

OPENING SPRINGFIELD, TENN., SATURDAY, APRIL 9TH.

WANT: Slum Outfits of all kinds. Will sell X on Custard, Jewelry, Snow Balls, Diggers and Cook House. Want Operators for Fun House and Monkey Show. Jim Escobar wants Acts for Side Show. Ride Help for all Rides. Foreman for Merry-Go-Round; must drive Semi. Paul Pittman wants Agents for Slum Outfits and P.C.

FOR SALE: Kiddie Auto Ride, \$400.00, A-1 shape.
BOX 244, SPRINGFIELD, TENN. PHONE 1305-W.
P.S. Date Curtiss, Grady Reed, Gypsy Bob Myers, write.

RAFTERY'S SHOWS

GOLDSBORO, N. C., MARCH 28
JACKSONVILLE, N. C., APRIL 4

Can place Age and Scales, Custard, Novelties or any legitimate Merchandise Concession. Want one feature Dancer for Girl Show. Want Man to take over Monkey Show, also Talkers, Ticket Sellers, Candy Pitchmen and General Help. Can place Special Agent. Will book Wild Life, Unborn, Big Snake and Penny Arcade.

Address J. M. RAFTERY, Box 1047, Wilmington, N. C.



PRESENTING THE SENSATIONAL CONSENTINES NIGHTLY

WANT WANT WANT

Legitimate Concessions of all kind except Cookhouse, Diggers, Bingo and Popcorn. No P. C. or flats. Two Count Store Agents. Joe Anscher, contact.

SHOWS—Grind Shows of all kind not conflicting. We have Snake Show, Ten-in-One, Wild Life, Monkey Show and Drome.

RIDES—Will book Spitfire, Caterpillar or Fly-o-Plane. Can use Chair-plane Foreman, Octopus Foreman, also Second Men on all rides. Must drive semis. All replies: J. L. KEEF, Cartersville, Ga.



WORLD'S CLEANEST MIDWAY

Opening Athens, Ga., April 2, with 12 Rides, 8 Shows

Cookhouse, Custard, Floss, Snowball, Popcorn, Photos, Lead Gallery and Diggers. Need a few Concessions to go with the above, such as Ball Games, Fish Pond, Cork Gallery, String Game, Glass Pitch, Coke Bottle, Hoop-La, Basketball, Scales, Age, Hi-Striker and Novelties. Can place Arcade with modern equipment, Raymond Korhn, contact. No gypsies, coupon or build-up stores.

All replies: 607 E. Broadway, Maryville, Tenn.

A. M. P. SHOWS #2

GRAND OPENING, WARE SHOALS, S. C., APRIL 8-16

Want Ball Games, Fish and Duck Ponds, String Game, Shooting Gallery, Hoop-La, Glass and Penny Pitch, Lead Gallery, Hi-Striker, any others not conflicting.

Can place Girl Show, Five-in-One, Snake Show or any other worth-while Show. Walt Miller, "Jig-Shorty," "Whiskey Bottle" John and all other contacted, please contact me at once.

A. M. PODSOBINSKI and TOMMY SCOTT

R. F. D. #1, BOX 870

W. PALM BEACH, FLORIDA

HARRY CRAIG'S HEART OF TEXAS SHOWS

WANTS FOR FOLLIES BERGERE—White Performers, Girl Singers, Male Comedian, also Trap Drummer. Contact Iona Lee.

WORKING PEOPLE—Second Men on 12 major rides.

HIGH CLASS ACTS—For outstanding Side Show.

CONCESSIONS—High Striker, Slum Stores of all kinds.

BILLPOSTER WHO CAN STAND TO MAKE MONEY.

ALL ADD: Waco, Tex., this week; Temple, Tex., next week.

AMERICAN MIDWAY SHOWS

WANT WANT

Candy Floss, Custard, Photos, Cook House and any Stock Concessions. Also Shows and Rides not conflicting for Rio Grande Stock Shows, Mercedes, April 5-9; Texas Onion Fiesta, Raymondville, April 19-24 (both Texas). WIRE Bishop, Texas, this week.

BARNEY TASSELL UNIT SHOW

Booking now for my regular summer season. Can place Rolloplane, Octopus, Merry-Go-Round, legitimate Concessions of all kind. Can use Ride Help of all kind. Must be able to drive semi trailer trucks.

This week, Colored Fair, Belle Glade, Florida.

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo.: Austin, Tex., 26-April 2.
- All-American Midway: Port Lavaca, Tex.
- American Eagle: Holly Springs, Miss.; Bolivar, Tenn., 26-April 2.
- American Midway: Bishop, Tex.
- B. & H.: Orangeburg, S. C.
- Big State Am. Co.: Meridian, Tex.
- Blue Grass: Augusta, Ga., 26-April 2.
- Burkhart Am. Co.: Crossett, Ark.
- Capell Bros.: McAlester, Okla., 26-April 2.
- Capital City: Cartersville, Ga.
- C. & B. Am. Co.: Waynesboro, Miss.
- Community Fairs: Hawthorne, Calif.; Maywood 26-April 2.
- Crafts Expo.: Bell, Calif.
- Crescent Am. Co.: Jacksonville, Tex.
- Crystal: Fernandina, Fla.; Douglas, Ga., 26-April 2.
- Denton, Johnny J.: Oak Ridge, Tenn.
- Dickerson: Hardeeville, S. C.; St. George 26-April 2.
- Dumont: Jacksonville, N. C.
- Florida Am. Co.: Savannah, Ga.
- Franklin, Don: El Campo, Tex.; Alvin 26-April 2.
- Gem City: Hamburg, Ark.
- Gentsch, J. A.: Port Gibson, Miss.
- Gold Crown Expo.: Red Springs, N. C., 26-April 2.
- Grand Union: Antlers, Okla., 26-April 2.
- Great Plains: Hamilton, Tex.; Gatesville 26-April 2.
- Groves Greater: Lake Charles, La.
- Harrison Greater: Spartanburg, S. C.
- Hears of Texas: Waco, Tex.; Temple 26-April 2.
- Hill's Greater: Aransas Pass, Tex.
- Hottle, Buff: Marrero, La.
- Imperial Expo.: Alhambra, Calif.
- Kaua, W. C.: Cullman, Ala.
- Kentucky State: Sylvester, Ga.
- Kirkwood, Joseph J.: Thomasville, N. C.
- Lamb, L. B.: Geneva, Ala., 26-April 2.
- Lawrence Greater: Savannah, Ga.
- Magic Empire: Meridian, Miss.
- Midway of Mirth: Madison, Ill., 31-April 2.
- Midwestern Expo.: Henderson, Tex.; Glade-water 26-April 2.
- Model: Texarkana, Tex.
- Moore's Modern: Bryan, Tex.
- Omar's Palace: Tahlequah, Okla.
- Peppers All-State: Alexandria, La.
- Perry, Jack: Camden, S. C., 26-April 2.
- Pike Am. Co.: Mulberry, Ark., 26-April 2.
- Pine State: Macon, Ga.
- Prel's Broadway: North Charleston, S. C.
- Payetteville, N. C., 26-April 2.
- Raftery, James: Charlotte, N. C.; Goldsboro 26-April 2.
- Rain-Bo: Franklin, Ga.
- Rosen, H. B.: Moulton, Ala., 26-April 2.
- Royal Crown: (Fair) Sanford, Fla.; Albany, Ga., 26-April 2.
- Shugart, Dr., & Son: Paris, Tex.; Talco 26-April 2.
- Silver States: Hamilton, Tex.
- Smith Am. Co.: Dublin, Tex.
- Southern Valley: Springhill, La.; Minden 26-April 2.
- Sparks, J. A.: Fairfield, Ala.
- Starr, Joe: Winnsboro, Tex.
- Stebler, J. G.: Goldville, S. C.
- Stephens, C. A.: Chester, S. C.
- Strates, James E.: Washington, D. C., 31-April 2.
- Tassell, Barney: Belle Glade, Fla.
- Tidwell, T. J.: Big Spring, Tex.
- Tinsley, Johnny T.: Greenville, S. C., 26-April 2.
- Tivoli Expo.: Batesville, Ark.; Newport 26-April 2.
- United Expo.: Longview, Tex.
- Utah Expo.: Nogales, Ariz.
- Vogt's Southern: Athens, Tex.; Poteat 26-April 2.
- Wallace & Murray: Cordoba, Ga.
- West Coast: Fresno, Calif., 21-27; Bakersfield 29-April 2.
- Whalen & Riley: Boswell, Okla.
- White Star Attrs.: Tifton, Ga.; Cuthbert 26-April 2.
- Wilson Greater: Phoenix, Ariz.
- Wolfe: Woodruff, S. C.
- Wolfe Am. Co.: Tryon, N. C.; Woodruff, S. C., 26-April 2.
- World of Today: Muskogee, Okla., 26-April 2.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Henderson-Swank Karston Show: (Ritz) Tuscaloosa, Ala., 23; (Charles) Montgomery 24; (Elbert) Elbertson, Ga., 25; (Grove) Oak Ridge, Tenn., 26; (Gadsden) Gadsden, Ala., 27; (American) Chattanooga, Tenn., 28; (Bijou) Knoxville 29.
- Lee's Colored Minstrels, Roxobel, N. C., 23; (James) Goldsboro 24; Lewiston 25; Powellville 29.
- Pan American Animal Exhibit: Panama City, Fla., 23-27; DeFuniak Springs 28-29; Pensacola 30-April 3.
- Skating Vanities of 1949: (Auditorium) Grand Rapids, Mich., 22-26; (I.M.A. Auditorium) Flint 30-April 3.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Beatty, Clyde: El Monte, Calif., 24.
- Davenport, Orrin: Sioux Falls, S. D., 21-26.
- Hamid-Morton: Washington, D. C., 26-April 2.
- Hoxie Bros.: High Springs, Fla., 23; Fort White 24; Alachua 25; Lake Butler 26.
- Kelly & Morris: Elgin, Ill., 23-27; Sandwich 24; Coal City 25; Minonk 26.

- King Bros.: Texas City, Tex., 31.
- Lisogar, Roy (Bonne Terre) Bonne Terre, Mo., 23-27; (Elvens) Elvens 24; (Ironton) Ironton 26; (Centralia) Centralia 29-30; (Roosevelt) St. Louis April 1-2.
- Polack Bros. (Eastern): (Armory) Akron, O., 21-26; (Auditorium) Clarksburg, W. Va., 30-April 4.
- Polack Bros. (Western): (Coliseum) Dayton, O., 23-April 2.
- Rogers Bros.: Key West, Fla., 22; Homestead 23; Fort Lauderdale 24; Lake Worth 25; Stuart 26; Vero Beach 26.
- Sparton Bros.: Buena Vista, Ga., 22; Roberts 23; Reynolds 24.

ABSOLUTELY FREE

For Custard Operators
ONE DRUM OF THE NEW IMPROVED



Pasteurized FREEZING MIX
JUST ADD WATER

ENOUGH FOR \$65.00 WORTH OF BUSINESS

Here's what you do: Send us your check for \$72.50 for One Barrel of 250 Lbs. Net TOTO-MIX, enough for over \$800.00 worth of business. With this order we will send you absolutely free, one 20 Lb. Drum of TOTO-MIX. Act now. This offer is good until May 1, 1949, and we will ship to you at any time up to that date. For references ask old TOTO-MIX users like:

DAVE ENDY OF ENDY BROS.

JAMES STRATES OF JAMES STRATES SHOWS
FRANK MILLER OF RINGLING BROTHERS
AND BARNUM & BAILEY

HOMIX PRODUCTS, INC.
165 BROADWAY NEW YORK 6, N. Y.

WORLD OF PLEASURE SHOWS

Now contracting for 1949 season
Rides—Shows—Concessions
Open in April—vicinity of Detroit

JOHN QUINN, Manager
3550 Cass Ave. Detroit 1, Mich.

ASSISTANT OFFICE SEC'Y

AT LIBERTY
Experienced in all office routine. Also S. S., W.-H. and Revenue Taxes. Address:
H. L. MASTERS
REDWOOD, N. Y.

WANT

Side Show People for Happyland Shows and Southern Fairs to follow; good Freak to feature, and Working Acts, Sword Swallower, Fire Act, Knife Thrower, Armless Girl or Boy, Lecturer, Pin Cushion, Bally Girls and Ticket Seller. State salary. Will open the last of April.

W. B. "WHITEY" SUTTON
P. O. BOX 137 GIBSONTON, FLA.

W. E. ATTRACTION

Now booking. Open in April. Can place a few Slum Concessions. Want Agents for office owned Slum Concessions, also Agent for P.C., Penny Pitch and Ball Games. Will play the best Strawberry Spot in Arkansas.

W. E. WEST, Owner
BOX 442, FORDYCE, ARK.
Winter Quarters on Highway 79 East.

AAA LOCATION

For Kiddieland, 100x100, on Boardwalk, Long Island location, close in. Will lease or consider proposition. Long season. Must be good equipment.

BOX 397, THE BILLBOARD, NEW YORK CITY

OPENS APRIL 6

BARLOW'S BIG CITY SHOWS

Want Fish Pond, Bumper, Balloon Darts, Basket Ball, Ball Games, Short Range, String Game, Scales, Nails, Hi Striker, Glass Pitch, Custard, Sit Cats, Coke Bottles, Arcade, Kid Rides, Ferris Wheel Foreman, Shows. Address:
HAROLD BARLOW, 529 E. 52d St., E. St. Louis, Ill.

BLUE GRASS SHOWS

Now Booking
SHOWS — RIDES
CONCESSIONS

For 1949 Season
ADDRESS: BOX 621, OWENSBORO, KY.

Excellent Biz For Crafts Expo At Orange Show

SAN BERNARDINO, Calif., March 19.—Crafts Exposition Shows scored excellent business thru Wednesday (16), the seventh day of its 11-day stand at the 34th annual National Orange Show here (10-20). The org is set up at the north end of the grounds, which affords a smaller area but more frontage than the midway zone used in '48. The former carnival midway site is now occupied by the new \$600,000 entertainment building.

Owner Orville Crafts has injected new eye appeal into the org, with neon on all rides, giving the midway a maximum of after-dark flash. In addition to 27 light towers the org also carries six 60-inch army searchlights.

Host City Officials

Orville Crafts and Roger and Frank Warren hosted city and exposition officials at a steak fry Wednesday (16) in the cookhouse. Serving of the more than 50 guests was supervised by Maybelle Crafts and Charlotte Warren. Those assisting included Dorene Dykes, Betty Christiansen, Billie Bryant and Patsy Duran.

Secretary-Manager J. W. Gilman said the shows will play still dates in the Los Angeles area before opening in mid-April in the San Joaquin Valley. Other show officials are Roger Warren, manager; Roy Shepherd, lot superintendent, and Harold Mook, concession manager.

A Rock-o-Plane was brought down by Ralph Meeker from the Meeker's Shows. Jack Eyerley is personally checking the ride.

Personnel Line-Up

Other rides and crews working the date include Joe Duran, Jack Bonner, Merry-Go-Round; Babe Thiebeault and Tex Graves, double Ferris Wheels; Okie Forrest, Bill Boyd, Roll-oplane; Shorty Bock, Frank Nailen, Loop-o-Plane; Bill Mace, Joe Nargie, Joe Kalua, Wilbur Kerns, V. D. Eller, twin Tilt-a-Whirls; J. R. Mackey, Roy Wallace, double Octopus; Cotton Strode, T. E. Johnson, Caterpillar; Harold Zeuhlke, Frank Niles, the Looper; Bill Campbell, Jack Byer, Joe Evans, Fly-o-Plane; Joe Reberg, William Taylor, Scooter; Bob Christensen, Bob Paul, Pretzel Ride. Fred Lambert's Roll-o-Whirl, out of St. James, Mo., was run by Pat Patterson.

Shows and attractions include Crazy House, Mr. and Mrs. Fred Hansen; Redwood Log House, K. H. Straughm; Crime Car, Frank Platten; Vanities, Jeff Griffin, and Motor-drome, Clyde Rawlings.

Kidland, 14 Rides

The kidland features 14 rides, supervised by Bill Meyer, with Harry Ballard, foreman. Four rides are booked by S. J. Me-ton. Clyde Gooding has the Hobby Horse. Other personnel includes Earl (Pop) Stoner, Earl Fox, Ray Pollock, Harry Hunt, Leslie Leppell and Tom Bicknell. Eric O. Petrie is working the Little Skipper ride.

The org is carrying a large number of concessions on the date, Gilman said.

Other lot personnel includes Homer Robertson, neon; Robert Mallette, towers and searchlights; Frenchy Larrue, chief electrician; Thomas McKenna, mechanic; L. T. Kline, upholstery and paint; Pat Guest, clean-up; W. J. Boyd and Alf Maler, carpenters, and Johnny Mideke, sound truck driver.

OPEN FOR BOOKING

Girl Show Manager. Outstanding talker. 3 beautiful and talented Girls with wonderful wardrobe. Also Crime Show. Snake Show with outstanding Geek, Penny Arcade. Can also handle Ten-in-One. Have Goldfish Girl and Sword Boy Illusion. Plenty help to up and down and operate same. Write or wire SHOW MANAGER General Delivery, Detroit, Mich.

Want Three or Four Rides

JULY 1, 2, 3 AND 4

ANNUAL RODEO & 4TH OF JULY CELEBRATION
Contact TERRA ALTA VOLUNTEER FIRE DEPT., INC., Terra Alta, W. Va.



EXECUTIVES of Harrison Greater Shows got together for the above photo at their opening stand last week in Newberry, S. C. They are, left to right, Stan Reed, general agent; A. R. Whiteside, concession manager; Frank Harrison, general manager, and Maxie Sharp, business manager.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

March 19, 1949.

Dear Editor:

With most carnivals headed for Northern territory and with the battle for being first in towns getting hotter, Manager Pete Ballyhoo has decided to keep his past, present and future route hidden by censoring all news items.

The shows played here during past week under the auspices of the -----. The midway opened here last Monday night to a packed and jammed crowd estimated roughly at 18,000. Mayor -----, of the city of -----, and his cortege arrived in time to cut the ribbon stretched across the main gate, and when his honor threw on the light switches the "Ah-h-h's" and "Oh-h-h's" were heard on all parts of our midway beautiful. However, our alleged committee failed to show up in time for the opening, but it did take care of its duties by sending a youth organization to take up tickets. The Boy ----- co-operated --- per cent. (The exact amount of co-operation

extended is not for publication.)

Thru channels, which the press department is not permitted to divulge, it was learned that the date has been rebooked for 1950. To give the readers a slight hint as to who rebooked the spot, let us advise that General Agent Lem Trucklow was seen at the head committeeman's bar.

Altho the number of attractions presented here far exceed any number heretofore carried by the shows, more shows and rides will be added for our long string of home-comings and greased pig catching contests that start in September. The info that more attractions are to be added was given out by Pete Ballyhoo by nodding his head when interviewed by his press agents. It is a known fact that Pete's nod is as good as his bond, and it isn't binding. It is similar to getting the green light without playing the colors when red lighting is more appropriate. We have been forbidden to release the name of the State we are in, and as many of our great commonwealths collect a tax of 2 per cent of ticket sales, to give our readers a slight slant as to the State's name, and yet not divulge the record-smashing gross registered here, let me say that this Delta town gave the State a bite into our record gross which amounted to \$3.50.

Visitors here were Manager and Mrs. Bender, Great Bender Shows; Manager Gate, Gate & Banner Shows; Manager Barnstorm, Barnstorm Bros.' Shows, and Manageress Abigail Drawhead, Drawhead Sisters' Cultured Carnival. They arrived from the town we are billed to play next week where their shows were playing at the time. When asked if he was going to follow in, Pete Ballyhoo said, "I've hocked my letterheads and one-sheets to get out of town before."

P.S.: Keep the postmark on our letter under cover. We don't want our competitors to know our route.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., March 19.—Certificates of membership are being printed and will be forwarded to members early in April.

Copies of the Concessionaire's Guide book are available from the office on request.

Tax calendar includes March 31, last day for filing excise tax returns for February; April 15, income tax returns for corporations, individuals and partnerships operating on a fiscal year ending January 31, and April 30, final date for payment of March excise taxes and Social Security and unemployment taxes for the first quarter of 1949 and for the first quarter's withholding tax of 1949.

One of the recent developments of interest to truck shows is an indicator to determine the presence of carbon monoxide in a truck cab. Other developments include a new type of oil gauge and an improved vacuum hose coupling for trailer-truck units.

Concord's Patriots' Day Cele Inks L. Carr Org

WILMINGTON, Mass., March 19.—Lawrence Carr, owner-manager of the shows bearing his name, has been awarded the contract to provide the midway at the Patriots' Day Celebration, Concord, Mass., April 19, he announced from local quarters this week.

Carr will combine his two shows for the celebration whose features will include parades and fireworks displays.

VOGT'S SOUTHERN AMUSEMENT

STRAWBERRY FESTIVAL, Pocol, Tex.,
March 28-April 2

All Merchandise Concessions open except Bingo. Will book Fun House, Monkey Show, Motor Drome or any Show not conflicting. Wire what you have. Fifteen thousand attendance daily.

A. B. VOGT, Mgr.
Mathis, Texas, March 21-26

Wanted Side Show People

Freaks, Working and Bally Acts. Always a long season. Opening early in Michigan, closing late in Florida. Address:

HELEN GOLDEN

8312 Florida Ave. Sulphur Springs, Florida

White Star Attractions, Inc.

WANT

For Tifton, Ga., this week; Cuthbert, Ga., March 28-April 2. Can place Fish Pond, Clothes Pin, Bowling Alley, Coke Bottle, Pop Corn, Candy Floss and Darts, any other Sium Store that does not conflict with what we have. We carry no flats. Want Monkey, Snake and 10-in-1 Shows. Doersam wants Bingo Help. All Replies: A. O. COFFMAN.

WANTED: A CARNIVAL

For the week of July 4 for annual Junior Chamber of Commerce Celebration in Harrison, Ark. Contact:

M. T. LONGFELLOW, See'y
Junior Chamber of Commerce
Harrison, Ark.

RIDES WANTED

FIREMEN'S FAIR, JULY 11 TO 16

Sponsored by CRABTREE FIRE DEPT.

Contact LEROY INGRAM
Crabtree Vol. Fire Dept., Crabtree, Pa.

NOTICE!

Want to hear from Carnivals, Rodeos and other Outdoor Shows to play under sponsorship of American Legion. Good show town, population of 113,500, textile industry. For full details write

WALTER C. MARTIN

Chairman Entertainment Committee
New Bedford Post No. 1, American Legion,
New Bedford, Mass.

WANT COMPLETE CARNIVAL

June 6-11. American Legion sponsored.

Contact:

CLARENCE HACKETT, Cmdr.
American Legion Washington C. H., Ohio

CARNIVAL WANTED

Firemen's Carnival and Big Centennial Celebration, July 4-9. Must have Merry-Go-Round, Ferris Wheel and Kiddie Rides. No Concessions necessary.

S. R. MORTON

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CONCESSIONS—All Legitimate Concessions except Bingo, Popcorn, Floss, Ice Cream, P.C., Darts. SHOWS WANTED—Girl, Mechanical, 10-in-1, Fat, Freak, Snake and Monkey. RIDE FOREMEN—Tilt, Wheel, Loop Second Men.

FOR SALE—10-Car Allan Herschell Auto Ride, good canvas, running condition, \$500.00. Wurlitzer Merry-Go-Round Organ, best offer takes. Photo Machine, best offer.

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New Permanent Rink, 40'x108'. New Maple skating surface with a 10'x30' addition on front for skate counter and rest rooms. Equipped with Chicago skates, P.A. system, records, electric pop cooler, fluorescent lighting and thermostatic controlled gas heaters. Doing good business. Come and see it. First best offer takes it.

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Manufacturers of
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Complete Portable Rinks

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100 Watt Amplifier System, consisting of Record Changer, Microphone, three Speakers, Boxes and 200 Skating Records. 250 pair Rink Skates, Richardson and Chicago; 150 pair new, two years old.

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**RSIA Scores Via AFL News
Service With 325 Outlets**

CINCINNATI, March 19. — Roller skating's public relations bureau, the Roller Skating Institute of America (RSIA), thru its director, Irwin N. Rosee, has scored a fine publicity break with an article in the American Federation of Labor's (AFL) Weekly News Service, a bulletin that services 325 union publications having a combined circulation of more than 7,000,000.

"Parents belonging to AFL unions are manifesting an increasing awareness of the importance of regular

recreational activity for themselves and their children, and an activity which is rapidly growing in popularity in union families is indoor roller skating," the article states.

The article reports that the RSIA has compiled statistics to show that roller skating is winning hundreds of recruits daily among adult trade unionists as well as among the children of union members: "These union members and union members' children are deriving vast enjoyment and their health is benefiting greatly as a result of their participation in one of the nation's most popular sports," according to the article.

In commenting on the recent heightened interest in roller skating among union wage-earners and their families, Rosee expressed no surprise. "Trade unionists understand the need for wholesome recreation, both for themselves and for their children," he said. "Such recreation is available today in the hundreds of modern roller skating rinks around the country.

"As good citizens and conscientious parents, union workers are aware of the pressing need to reduce juvenile delinquency. In city after city, our research studies have shown, the juvenile delinquency rate has taken a sharp dip once the youngsters were brought in off the streets and given the opportunity to have active fun in a wholesome, healthful environment.

"Our figures prove conclusively that where the interest in indoor roller skating has become intense, as is already the case in dozens of important industrial cities and towns, the problem of juvenile delinquency no longer exists.

"However, the main point about roller skating is that it is fun—real good fun. Skating is a participant sport, and the more we have of participant sports, with people doing things themselves instead of merely sitting and watching others, the better it is for the people and the country.

"American roller skating is very happy that the men and women of the great American labor movement are manifesting this strong interest in a healthful, enjoyable recreational activity."

**RSROA 'Dimes' Race
Won by Gay Blades**

NEW YORK, March 21. — Gay Blades Rollerdrome has been declared winner of the wall plaque in the metropolitan RSROA group's 1949 March of Dimes fund-raising contest. A similar award has been voted Hillside Rollerdrome, Richmond Hill, for turning in the second largest amount, representing gross receipts of an antipolio benefit skating party.

Amounts turned in by contest deadline were as follows: Gay Blades, \$669.83; Hillside, \$580.60; New Dreamland, \$500; Roller Derby (N. Y. showing), \$392.37; Park Circle, \$324.04; Avalon, \$137.50; Bay Ridge, \$133.53; Wal-Cliffe, \$104, and Palace, \$18.94. With other rinks scheduling March of Dimes events after the deadline, the metropolitan take, according to Chairman Vic Brown, is expected to hit \$3,500.

Rules of the contest provided that monies could be realized in any way or combination of methods. Hustling of cans, shows, drawings and auctions were among the plans suggested.

**Detroit Pro School
Moves to Edgewater**

DETROIT, March 19.—The former Detroit School for Roller Skating Teachers, specializing in the training of professionals for rink work, has been renamed the National Academy for Roller Skating Teachers, and is now located in Edgewater Park Rink here.

The original site was Arcadia Rink. Miss Vivian Heard remains head of the school, which will turn out a new class of graduates in mid-May.

NEW YORK, March 21.—A large general interest picture calling reader attention to the roller recreation appeared in four metropolitan dailies Wednesday (16), thanks to the space-stealing skill of the Roller Skating Institute of America. It was an informal shot of 72-year-old society matron Mrs. Frank Henderson having the time of her life on skates at Gay Blades Rollerdrome here.

Mrs. Henderson became sure fire copy a few years ago when a photographer snapped her at an opening of the Metropolitan Opera with her feet on a table in the cocktail foyer.

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New and Used Rink Roller Skates
Advise Make, Size, Condition and Quantity.
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Tent, 50x130. Push Pole Telescope type, Manila roped, complete with blocks, steel stakes, side poles. Also 75 screw blocks and 75 8x8 blocks.
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PORTABLE ROLLER RINK FOR SALE

48x120 complete Portable Roller Skating Rink, hard maple floor in good condition and fir under frame all kiln dried. New, heavy duty push pole type tent (used 3 mos.), beautifully decorated, 6 telescope 6" center poles, 6 quarter poles, 52 side poles, 5/16 plated guy chains all around. Over 500 ft. of pointed 1/2" picket fence. 175 pr. Chicago rink skates in excellent condition. 15 ft. portable skate counter. Music is the finest you ever heard. 50-watt high fidelity amp., 4 15-inch Jensen speakers each in \$40.00 cabinet, very good mic. and pickup arm, and heavy duty turntable. Complete lighting system, including moon lights and outside lights. Pop tent, pop cooler, skate boy stools, skate boxes, skate case rack, 75 feet of skaters' benches. Plenty of new skate parts. More than enough of under frame blocking. This rink is complete, \$10,500.00. **FRANK WASIK, 103 155 Place, Calumet City, Ill.**

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Beggs, Okla.

FOR SALE

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CURVECREST "RINK COTE"
THE PLASTIC RINK SURFACE
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PERRY B. GILES Pres.
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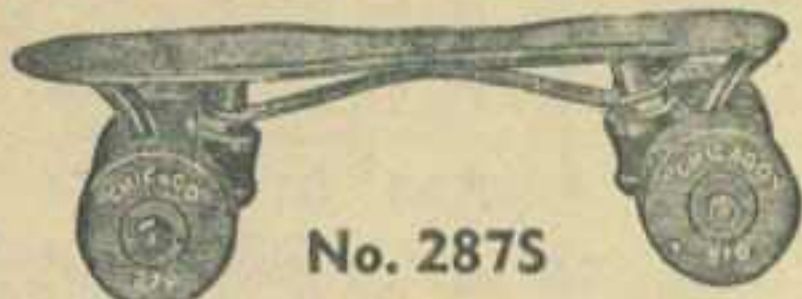
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Portable Rink, 48x120; 200 pair skates, two sound systems, Webster record player, \$100.00. New spare parts and full line of tools. This Rink built new 1947.
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A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1949 catalog free. Kleinman, 5146 Strohm Ave., North Hollywood, Calif. ap16

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IT'S HERE!—"LITTLE FACE (THE AMERICAN Sweetheart)"; some free copies. Grimes Music Publishers, Shubert Building, Philadelphia, Pa. ap9

JIMMIE MUIR LAUGH LINES #2 AND #3—M.C., Comedy Bits, Radio Patter, Heckler Gags, Party Material; mail dollar for each one to Jimmie "M.C." Muir, 6185 Buena Vista Ave., Oakland 18, Calif. my28

ORCHESTRATIONS, ORKETTETS, SHEET MUSIC, latest be-bop arrangements and any music published; orders shipped same day as received; write for free catalog. Empire Music Supply, Dept. E, 1545 Broadway, New York 19, N. Y.

QUIET! M. C. AT WORK!—GAG-ATIONAL new booklet for M.C.'s and performers; replete with openings, introductions, ad libs, insults, song titles, \$2. "Keyes To Comedy," Box 421, Venice, Calif. mh28

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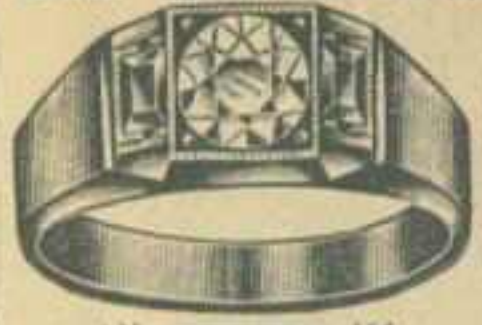
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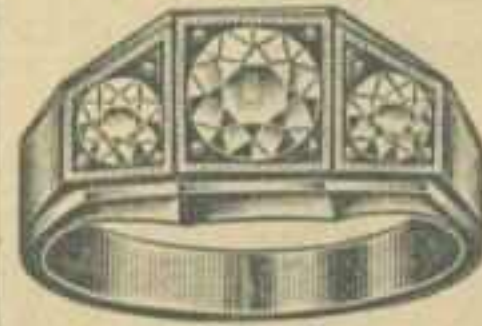
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#B515 \$16.00 PER DOZ. 1/20 12K Gold Filled, Large white center, Red sides.



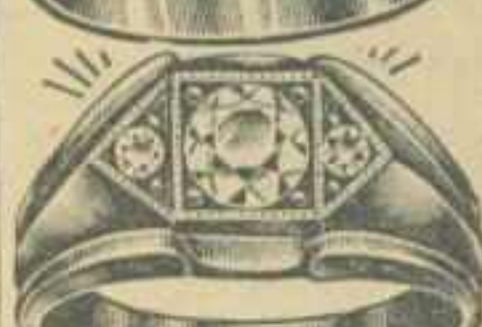
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Write for \$5 sample order with price list. Deposit \$2, bal. C. O. D.

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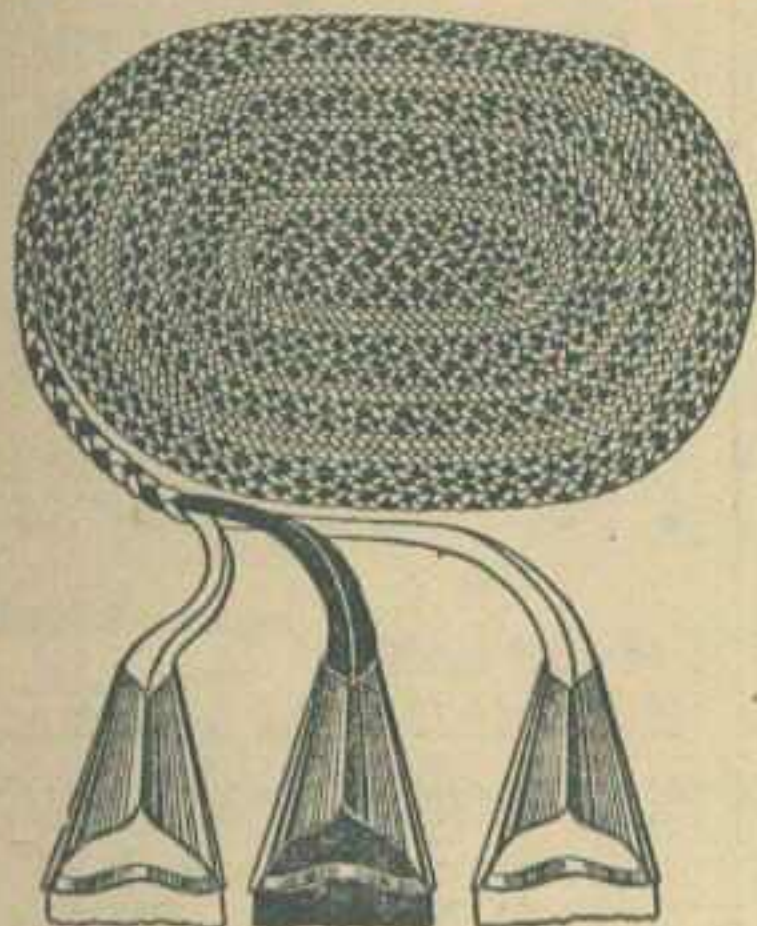
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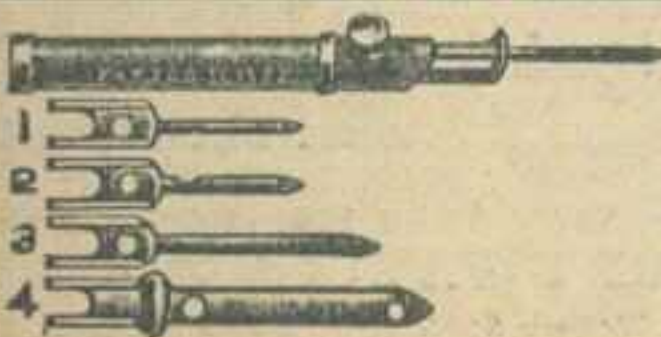
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1160 Farwell Ave. CHICAGO 26, ILL.

The Billboard

MEMO TO:

all merchandise advertisers

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The print order is tabbed at 78,000, and any merchandise advertiser who runs an ad in the SPRING SPECIAL will have available, at a very slight additional cost, the 25,000 circulation of the Popular Items Catalog—a double-header punch! The Popular Items Catalog (available to advertisers in the SPRING SPECIAL at a very slight additional cost) will have a special distribution to over 25,000 major jobbers, novelty and souvenir shops, variety stores, tobacco jobbers, drugstores, toy stores and chain 5 and 10 buying headquarters.

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\$9.75 Per Doz.
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\$3.50 doz., \$39 per gr.



The low prices given for each item are for a minimum order of one dozen.
Free catalog. Send \$20.00 for sample assortment. 25% with order, balance C. O. D.
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1 Bundle or 1280 1 1/2" Crackers \$3.50
1 Bundle or 1600 1 1/2" Crackers 4.35

BALLOONS
Latex Rubber
NO. K10—PER GROSS.....\$1.25
NO. K20—PER GROSS..... 2.50
Cash With Order

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DAYTON 7, OHIO

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AGAINST

The ONLY nylon hose in the whole world actually guaranteed against runs, snags or excessive wear, REGARDLESS OF CAUSE! Yes, no matter what the cause, whether use or abuse, Kenex nylons are replaced FREE if they run, snag or become unfit for wear within guarantee period — a period up to three whole months! Not sold in stores. Extra sheer 15 denier, sheer 30 denier and service 60 denier. Latest colors. Lengths 28 to 35 inches. Both seamed and seamless. Also complete line men's fine hosiery guaranteed for ONE FULL YEAR or replaced FREE! No money or experience needed to earn big, steady income writing orders in spare or full time. We deliver and collect. Just say "Guaranteed Against Everything" and the sale is made. Advance cash plus huge bonus. Complete money-making sales outfit FREE and prepaid. No obligation. Nothing to pay now or later. Simply rush your name and address on a postcard and you'll be making money next week.

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Flash! New Three-Star Set
★ Fountain Pen ★ Pencil ★ Ball-Point Pen
All newly styled with Gold Finish Caps. Price List on request. Sample, \$1.00.
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FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE—SECOND-HAND SHOW PROPERTY

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. ap2

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16, 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed. S. O. S. Cinema Supply Corp., Dept. L, 603 W. 52d St., N. Y. 19. np mh26

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FOR SALE—TWO ALL-ELECTRIC HENRY Custard Freezers, ready to go; two Henry Custard Freezers (ice refrigeration); reasonable. Brindle, 2203 Griffith St., Philadelphia, Pa. ap9

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(Continued on page 92)

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Heavy Cards, Specials, Cages, Blowers, Transparent Markers. Write for bulletin

AMUSEMENT INDUSTRIES, Box 7, Dayton 1, Ohio

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACKGROUNDS, Photo Novelties, Photo Rings, Comic Cards, etc.; low priced Photo Mounts; free lists. Miller Supplies, 1535 Franklin, St. Louis, Mo. my7

COMPLETE LINE OF DIRECT POSITIVE SUPPLIES; write for price list. Marks & Fuller, Inc., 70 Seio St., Rochester 4, N. Y. mh26

DIME PHOTO OUTFITS, CHEAP—ALL SIZES; drop in and see them; latest improvements; real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. np ap30

DIRECT POSITIVE PHOTOGRAPHERS—WE supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Backgrounds; Comic Foregrounds, Cameras for indoors or outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. np ap30

DIRECT POSITIVE OPERATORS—CAN SUPPLY all your needs; Direx and Eastman Papers; prompt service. Lone Star Photo Supply Co., 2405 Elm St., Dallas, Tex. ap16

ELECTRIC DRIVE 1 1/2x2, 2 1/4x3 1/4 D.P. CAMERAS; "Devel-O-Matic," the patented developing unit that does a better job quicker; your hands and booth stay dry. Millman, 1694 Flatbush Ave., Brooklyn, N.Y. ap2

MARFUL CAMERA—1 1/2x2, LIKE NEW; HAS Wollensack 3/5 Lens and Prism; Booth, like new, also, mahogany front; also \$100 worth of extras; \$160 for complete outfit. Write R. C. Clinton, 1053 Mission, or call KLondike 2-1223, care Trader Horn, San Francisco, Calif.

MUST SACRIFICE!—PHOTOMATIC MACHINE, one year old, excellent condition; cost \$1,700; no reasonable offer refused. Robert Frank, 2600 Eleventh Ave. S., Birmingham, Ala.

PHOTOMOUNTS—SAVE MONEY, BUY DIRECT from manufacturer; prices lowest; 2x3 Fold-ers, \$2 100, or \$17 1,000; good quality; other sizes; free samples; manufacturers since 1925. Penn Photomounts, 335 Woodland Ave., Glen Olden, Pa.

PROFESSIONAL MODEL D. P. STUDIOS—FOR immediate delivery; one beautiful mahogany booth, single camera, 2 1/4-3" pictures. Positive Camera Mfg. Co., 1118 Colcord Bldg., Oklahoma City. mh26

2 PHOTO BOOTHS—ONE 1 1/2x2, ONE 2 1/4x3 1/4 and 1 1/4x2 1/4; show case and back case; \$350 takes all. Jo-Jo Studios, 1912 S. Broadway, St. Louis 4, Mo.

PRINTING

ARE YOU IN NEED OF PRINTING?—REASONABLE prices, send copy for estimate. Modern Print, Box 24, Hyattsville, Md.

ATTRACTIVE 100 8 1/2x11 LETTERHEADS and 6 1/2 Envelopes, Hammermill Bond, four lines copy, \$2 postpaid; samples. Dikover Printing, 5233 Cleveland, Kansas City 4, Mo. my7

RUBBER STAMPS, 3 OR 4 LINE, \$1. PPD. Smallwood, 2715 Vine, Cincinnati 19, O. mh26

"SHOWY" WINDOW CARDS—14x22" NON-bending, flashy 2-color bold type; 100, \$10 cash; quick service. Solldays Colorprint, Knox, Ind.

14x22 TYPE WINDOW CARDS, THE BELL Press, Winton, Pa. mh26

CASH IN NOW!!

ORIGINAL PEEK-A-BOO KEY CHAINS

Per Gross \$9.00 in 5 Gross Lots Single Gross \$9.50 4 Doz. Min., Dz. 1.00

PEE WEE VIEWERS NEW! TERRIFIC!

\$4.80 Dozen \$14.00 - 3 Doz. \$54.00 Gross

TELEVISION VIEWERS 5 COLORED PHOTOS Turn Range Finder and new Photo Appears.

\$3.50 Dozen \$10.00 - 3 Doz. \$36.00 Gross

KING TUT \$3.60 Dozen \$42.00 Gross (Original—Orange and Blue Box)

SHMOO BANKS \$3.50 Dozen Assorted Colors

F. O. B. PITTSBURGH, PA.

25% Deposit With Order; Balance C. O. D.

S. R. CANTERMAN

5459 Hays St.—Telephone EMerson 3083—Pittsburgh 6, Pa.

Terrific profit-makers! Big demonstration values!

IMPORTED MECHANICAL TOYS



FRICION CAR 3" metal car. Just runs around in a roll back and forth and away it speeds. \$64 Gr., \$5.40 Dz. Samples, 65¢

BOY ON SLED Runs around in a circle. Brightly colored. Great hit. \$48 Gr., \$4.25 Dz. Samples, 60¢

ITCHY DOG Shakes his head and wiggles his tail in realistic manner. \$47 Gr., \$4.20 Dz. Samples, 60¢

POLICE CAR 9 1/2" plastic wind-up. Siren shrieks, spotlight flashes on and off. \$172.50 Gr., \$15.50 Dz. Sample, \$2

Cash with order or 25% deposit, balance C. O. D.

Write! Wire! Phone KIlbourn 5-0810

M. D. ORUM CO. 1519 W. NORTH AVE. MILWAUKEE 5, WIS.

GIVE TO THE DAMON RUNYON CANCER FUND

100 8 1/2x11 BOND LETTERHEADS, 100 6 1/2 Envelopes, \$2, 5 line copy; show and ride daily reports; samples free. Ace Press, Clearwater, Fla. ap2

250 6 1/2 ENVELOPES AND 250 WHITEBOND Letterheads, 8 1/2x11, 5 lines copy, \$3 postpaid. Webster's Printshop, Farmland, Ind.

SALESMEN WANTED

MAKE LIFE TIME CONNECTION WITH WELL established advertising firm; liberal commissions; full or part time; best co-operation; give complete information. Box C-265, Billboard, Cincinnati, Ohio.

SALESMAN FOR LABOR WEEKLY; EXCELLENT commission. Write Box C-282, Billboard, Cincinnati, Ohio.

START MAKING MONEY AT ONCE—SELL beautiful Chenille Dolls, Birds, Skunks, Spiders; write; confidential catalog. Midwest Supply Co., Box 2193, Casper, Wyo.

SCENERY AND BANNERS

A-1 BEST SIDE SHOW BANNERS MADE—Lowest prices, prompt service; many years given satisfaction. Manuel Studios, Quimby Bldg., 5311 Euclid Ave., Cleveland 3, Ohio.

SHOW BANNERS—FIRST CLASS WORK; 8x10, \$30. Write The Studio, 47 N. 4th St., Newark, Ohio.

SIDE SHOW BANNERS, 8x10 FEET, \$37.75; good cloth; leather straps and rings; also other Banners made, quick service. W. Courtney, Barboursville, W. Va. Phone 4301. mh26

TATTOOING SUPPLIES

FLASH—NO. 12 IMPORTED TATTOO Needles, \$5 per 1,000; money orders only. Sailor West, 3 Newton St., Providence, R. I.

TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits; free catalog; fast service. Owen Jensen, 120 W. 83d St., Los Angeles 3. ap2

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MACHINES, all other coin equipment. M. H. Postel, 6416 N. Newgard Ave., Chicago. ap23

CASH FOR LARGE GASOLINE TRAIN—Write or wire Frank Rupp, 2300 N. Oregon, Tampa, Fla.

COMPLETE SET OF SPECIMENS FOR UN-born Show; also Anatomical Wax (Hygiene) Exhibits; must be A-1 condition; state all in first letter. F. R. Heth, 3123 N. 28th Place, North Birmingham, Ala.

WANTED—15 OR MORE 8x14 CARNIVAL Tents complete with frames; 1 or more 20x30 Tents with poles; any number of 30 Number Wheels and can use some Big Six Wheels; merchandise must be in first class condition for immediate use; no junk, please; give particulars in first letter. Henry Staniszewski, 235 South St., Stamford, Conn.

WANTED—SKEE BALL ALLEYS; MUST BE reasonable. Contact W. P. Keller, 15005 Briarwood Rd., Havertown, Pa. ap

(Continued on page 90)

CLOSE OUTS

- Novelties & Souvenirs & Wood Jewelry
10¢ Traffic Sign Pins, assorted \$3.00 Gr.
10¢ Shipping Label Pins, assorted 3.00 "
29¢ Mahogany Shield Mailers With Oil Painted Indian Head, Fish, Deer, Horse, Pheasant, Duck, Tropical Scene, Flamingo, Pelican, Tepee & Totem Pole 7.50 "
10¢ 6" Plastic Ruler 3.00 "
10¢ Doll Milk Bottle, With Nipple 3.00 "
19¢ Hand Made Indian Papoose Plaque 4.00 "
39¢ Cedar Double Heart With Arrow Pin .75 Dz.
39¢ Cedar Sweetheart Pin .75 "
59¢ Cedar Lovelace Pin .75 "
59¢ Cedar Double Heart Necklace .75 "
39¢ Cedar Butterfly Pin .75 "
39¢ Cedar Night Mare Pin .75 "
39¢ Cedar Maple Leaf Mother Pin .75 "
39¢ Cedar Elephant Pin .75 "
39¢ Cedar English Bull Dog Pin .75 "
39¢ Cedar Boston Terrier Pin .75 "
39¢ Cedar Double Heart & Bow Pin .75 "
39¢ Cedar Laughing Horse Pin .75 "
39¢ Cedar Spitz Dog Pin .75 "
59¢ Cedar Motorboat Fob Pin .75 "
59¢ Cedar Cross Necklace, Large or Small .75 "
39¢ Cedar Western Boot Pin .75 "
98¢ Cedar Jockey Cap & Boots Pin 1.00 "
98¢ Cedar Boots & Saddle Pin 1.00 "
98¢ Cedar Western Hat & Boots Pin 1.00 "
98¢ Cedar Cross Necklace With Rose, Large or Small 1.00 "
98¢ Cedar Cross With Rose Fob Pin 1.00 "
39¢ Girls' Cutout Name Pin .75 "
59¢ Cutout Mahogany Oil Painted Indian Head Plaque 1.00 "
\$1.39 Mahogany Scrap Book With Cutout Cover Design 3.50 "
98¢ Mahogany Photo Album With Cutout Cover Design 2.50 "
79¢ Plastic Plant Table With Pot 1.80 "
59¢ Indian Bead Moccasins & Sombrero Pin 1.00 "
49¢ Birch Bark Tepee 1.00 "

CASH WITH ORDER NO CATALOG NO C. O. D.'s Send \$4.00 for 85 different samples with close-out price tags attached.

CHARLES DEMEE MFG. CO. 108-116 E. Walnut St. Milwaukee 12, Wis.

GREENGLASS SALES CO.

WILL SERVE YOU FAST IMMEDIATE DELIVERY On the new, spectacular

"SWEET 16"

\$7.20 Per Dozen

DISTRIBUTORS - JOBBERS

Get on the GRAY-TRAIN now . . . Phone, Wire or Write for attractive profit set-up on this item!

GREENGLASS SALES CO. 50-11 40th St. L. I. C. 4, N. Y. Phone: IRonsides 6-2762

BINGO SUPPLIES AND EQUIPMENT

IMMEDIATE DELIVERY!

- ELECTRIC FLASH BOARDS • RUBBERIZED and WIRE CAGES

WIRE OR WRITE FOR CATALOG

John A. Roberts

235 HALSEY ST. NEWARK 2 • N. J.

NYLONS

FIRST QUALITY FULL-FASHIONED

51 Gauge, 15 Denier, Ultra-Sheer \$10.75 Per Doz.
45 Gauge, 30 Denier, Everyday Sheer \$9.50 Per Doz.

COLORS: Sizes 8 1/2 to 10 1/2—Packed 3 Pcs. to Box. Amberglam—A Neutral Amber-Tone.

Apertif—A Rich Coppery Tan. Approximate Parcel Post Rates: 1 doz., 26¢; up to 3 doz., 55¢; up to 6 doz., 93¢; up to 10 doz., \$1.49. Money sent in excess of actual charges will be refunded.

PROMPT DELIVERY—SATISFACTION GUARANTEED. Send Check or Money Order and Save C. O. D. Charges.

BALLERINA HOSIERY CO. 4535 N. Francisco Ave. Chicago 25, Ill.

CHOCOLATES "EXTRAORDINARY"

—SUMMER CANDIES—

Our New "Big Flash"—THE GOLD BOX. Packed with fine bigrade, hand-dipped Chocolates, etc. Also Special Summer Assortment. Yes! It's Gorgeous. It's Alluring. "THE MIRACLE PACKAGE." You asked for Flash and "Razzle Dazzle"—well, here it is. And "Tops" in quality, too. You will wonder how we can put such a Stunning Box of Candy out at such a ridiculous low price. Furnished in Gorgeous Gold Box—with or without assorted Bathing Beauties on box, or beautiful Easter or Mother's Day Bands. Cellophaned. (A \$2 Value.) 1-lb. cost you 75¢ each. 24 to case. We pay freight on four cases or over. Case lots only. 1/2 Cash on C. O. D.'s. Sample, \$1.

Barbara Fritchie Chocolates, Frederick, Md.

WORLD PREMIERE
of the most
SENSATIONAL
POCKET-PIECE
EVER INVENTED

16 FULL COLOR POSES that **SNAP INTO PLACE**
with all the **MAGIC** of **MOTION PICTURES!**



"SWEET 16" IS PATENTED AND PRICE PROTECTED!
THERE WILL BE NO CONFUSION TO
THE PRICE STRUCTURE AT ANY TIME!
SAMPLES NOW!

Price \$1⁰⁰ ea. \$7⁵⁰ dozen. **PREPAID**

**QUANTITY
ORDERS
WILL BE
FILLED
APRIL 1st**



**THESE DISTRIBUTORS
WILL SERVICE YOUR TERRITORY**

BRYN MAWR SMOKERS NOVELTY CO. 63 E. ADAMS ST. CHICAGO, ILL.

ERNIE'S ENTERPRISES 725 PINE STREET ST. LOUIS, MO.

FLAKS MERCHANDISE CO. 1848 ARAPAHOE ST. DENVER, COLO.

BANNER MERCHANDISE CO. 145 S. WELLS ST. CHICAGO 6, ILL.

GREENGLASS SALES COMPANY 5011 40TH ST. LONG ISLAND CITY, N. Y.

JOE GLAZIER DIST. CO. 302 W. NINTH STREET KANSAS CITY, MO.

H & H NOVELTY CO. 5713 EUCLID AVENUE CLEVELAND, OHIO

MARKS SPECIALTY CO. 30 E. 22ND ST. NEW YORK CITY 10, N. Y.

"SWEET 16"
WILL RETAIL FOR
ONE DOLLAR
NO POCKET PIECE
EVER OFFERED THIS
MUCH VALUE FOR
LESS THAN \$2⁵⁰

ACE MFG. • 6114 SUNSET BOULEVARD • *If not available in your territory • CONTACT US*
HOLLYWOOD 28, CALIFORNIA

**THE RIGHT LINE
AT THE RIGHT PRICE**



**SWISS
WATCHES**

- Sweep Second Hand
- Assorted Radium Dial
- Polished Metal Case
- Leather Strap or Stainless Steel Expansion Band.

\$3.15 EACH

Written Guarantee With Each Watch.
In Lots of 4 or More.
Sample orders, \$1.00 extra.
25% deposit with order, balance C. O. D.
Edward A. Waldman Co.
55 W. 42nd St. New York 18, N. Y.



BUY DIRECT FROM
MANUFACTURER'S REPRESENTATIVE

**FRYRITE ELECTRIC
DEEP FAT FRYER**

SAMPLE \$24.95
Lots of 3 \$19.95 Lots of 6 \$17.45 Lots of 12 \$16.25

The first and only automatic electric deep fat fryer. Thermostatically controlled, eliminates guesswork and messy handling of grease. Every housewife, every restaurant, every hamburger and hot dog stand a potential customer.

1/3 Deposit, Balance C. O. D.
ALL AMERICAN SALES
1526 W. 79th St. Chicago 20, Illinois



**WESTERN SCARF SLIDES
HEAVILY SILVER-PLATED**
\$24.00 Gr.

SAMPLE ASSORTMENT OF SIX HANDSOME STYLES—\$1.00

Minimum Order Accepted 3 Doz.

DIRECT MFG. CO.
P. O. BOX 632, PAWTUCKET, R. I.



Karl Guggenheim

Novelties, Specialties

33 Union Square • New York 3, N. Y.

**SPECIALISTS IN CARNIVAL MERCHANDISE
FOR OVER 40 YEARS**

- Send For Our New 1949 Catalogue—Just Out!
- Or Even Better, Come In And See Us

LADIES' ALLIGATOR GRAIN WALLET, BILLFOLD COMBINATION . . . contains key chain, coin holder, 2 identification pockets, etc. Low price \$7.50 per dozen. Sample \$1.00.
CIGARETTE LIGHTER. Black, green, white, red. 12 ass'd., boxed, \$2.00. Novel lipstick type.
PEEK-A-BOO VIEWERS. NEW LOW PRICE. 4 dozen, \$4.50. New, gorgeous studies.
BEAUTIFUL GLAMOUR PHOTOS. 12 to set. Doz. sets, \$5.50. Going like wildfire.
MUSIC BOXES. Assorted colors and tunes. \$2.50 ea. In sets of three. Sample \$3.00.
SMALLEST AND LARGEST . . . Snappy pocket novelty that is really a knockout. 2 dozen, boxed, \$2.00.

DOWD SALES CO.
342 Grove St. Jersey City, N. J.

**Complete Line Carnival
Concession Supplies**

Bingo, Slum Stores, Ball Games, Convincers, Balloons and Glassware. Catalogue #50 Now Ready.

B. PALMER SALES

1423 Second Ave. DALLAS, TEX.
(Phone) Harwood 9339

**GET ON OUR
MAILING LIST**

We Are Getting in Imported Porcelain Figurines, Demitasses, Miniatures, etc., etc., Right Along.

Completely Illustrated Price Lists Mailed to Any RE-SELLER on Request.

LEO KAUL

IMPORTING AGENCY, Inc.

833-335K So. Market Street
Chicago 6, Illinois

**PORTABLE TYPE BINGO EQUIPMENT
FLASHBOARDS & BLOWERS**

"Priced so low, you can own both."
Jobbers, Agents Invited.
LIPKA MFG. CO., 703 E. 125th., New York 9, N. Y.
Spring 7-3327

'WANTED' ITEMS for WIDEAWAKE OPERATORS!

ROCK BOTTOM PRICES!



SWIFTY MODEL #10 4 QT.

Mirror-bright finish—simple and easy to use—pure hand-cast aluminum—new type valve for safe, easy cooking!

\$60 PER DOZ.
SAMPLE \$6

SWIFTY MODEL #6 6 QT.

Giant size with mirror-bright finish. Same features as famous Swiftly 4 qt. size. Both items listed by Underwriters' Laboratories.

\$72 PER DOZ.
SAMPLE \$7

SWIFTY ELECTRIC IRON

STYLE #1000

Famous lightweight Swiftly Iron is fully automatic—fingertip heat control—cast-in heat element. Listed by Underwriters' Laboratories.

\$50 PER DOZ.*
SAMPLE \$5

*PRICES INCLUDE FEDERAL TAX. F.O.B. MT. VERNON, N. Y.
25% CASH WITH ORDER—BALANCE C. O. D.
SAMPLES FOR CASH ONLY.

SERVICE! We give prompt attention to your order. We ship to your instruction—when, how and where you want delivery, ON TIME!

SEND YOUR ORDER TODAY!

SPEED PRESSURE COOKER CO., Mt. Vernon, New York.

REAL PROFIT MAKERS AND PROMOTIONS

TO PERK UP SALES DURING MARCH!

With Every Watch—Gold Plated Expansion or Mesh Band and Beautiful Display Gift Box.



Ladies' & Gents' Famous Wrist Watches.
• ELGIN
• BULOVA
• GRUEN
• BENRUS
• WALTHAM
Latest Style Round Cases and Dials.
7 Jewel

\$10.95

15 Jewel, \$17.85
Square or Rectangular Case \$1.00 Add

Rhinestone Dials, \$2 Add.
All watches are rebuilt and guaranteed like new. 40 Kt. R.G.P. case.



CLOSEOUT of Men's Rings

Assorted Styles. Values to \$27.00 Doz. Imitation diamond in 1/30 14 Kt. R.G.P. extra heavy mounting.

\$15.95 Doz.

25% with order—balance C. O. D. Wholesale Only! None Sold Retail! Write for Our New 1949 Catalog.

JOSEPH BROS.

59 E. Madison St., Dept. B-26 Chicago 3, Ill.

Complete Assortment of Jewelry

- COMPACTS • PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS 1001 Different Numbers!
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

JEWELRY—That's Our Business

We have everything for

- JEWELERS • ENGRAVERS
- DEMONSTRATORS

WRITE FOR FREE NEW 86 PAGE JEWELRY CATALOG
State your business

All Orders Shipped Same Day Received
All Phones: CE 6-7966

BIELER-LEVINE

5 NO. WABASH AVE. CHICAGO, ILL.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.



ACME

PREMIUM SUPPLY CORP.

1111 South 12th, St. Louis 4, Mo.

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts

Forms Close Thursday for the Following Week's Issue

ACTORS, MUSICIANS, ENTERTAINERS, COMEDIAN who knows acts, bits for radio show, dance units. Val Balfour, 911 So. Farwell, Eau Claire, Wis.

AERIALISTS—MALE, FEMALE, SINGLES OR married teams; open late April; long prosperous season for qualified performers; state all. Write Sky-High Thrillers, 237 Osgood Ave., New Britain, Conn. ap2

ANIMAL TRAINERS WANTED FOR ALL types wild animals; state experience, age, salary; no booze hounds; permanent work. World Jungle Compound, Thousand Oaks, Calif. ap2

BARITONE SAX MAN—MUST DOUBLE VIOLIN and clarinet for hotel band; must be good on all instruments; state salary. Box C-290, Billboard, Cincinnati, Ohio.

CAVALLARO STYLE PIANIST—MUST READ well, play good Latin montunos; also lead tenor, trumpet. Box C-289, Billboard, Cincinnati. ap2

DANCE MUSICIANS—PIANO, DRUMS, TROMBONE, sax, bass man who sings; weekly guaranteed salary. Box 593, Sioux Falls, S. D. Phone: 8-1295. np

DANCE MUSICIANS—PREFER DOUBLING men; commercial Midwest band; experienced only; send photo. Jimmy Barnett, Sioux Falls, S. D. ap9

DRUMMER FOR FIVE PIECE COMMERCIAL band; preferably one that sings or doubles; must read, union, sober on job. Orchestra Leader, Acadian Courts, Lafayette, La.

GIRLS—ATTRACTIVE ILLUSION SHOW ACCORDIONIST, dancer, singer, bally girl; will furnish accordeons, costume. Write Bert Dean, Box 264, Bloomington, Ill. ap2

GIRLS WANTED—YOUNG, ATTRACTIVE girls for posing and dancing girl show; experience unnecessary; state age, height, weight. Address Billy Woodall, care Lawrence Greater Shows, Savannah, Ga.

LEAD TRUMPET, IMMEDIATELY; ALSO rhythm piano, bass; prefer wind bass double; resort territory. Carl Colby, Alexandria, Minn. ap9

LEAD ALTO, TWO BEAT DRUMMER—SALARY, sleeper bus; state all. Buddy Bair, Box 113, Colome, S. D. ap2

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 555 W. Jackson, Chicago 6. ap9

PIANIST—YOUNG, ATTRACTIVE GIRL FOR smart cocktail lounge; capable accompanist; send photo; also girl vocalists. Write Jerry Marsh, Devereux St., Utica, N. Y. ap2

REPRESENTATIVE FOR PROMINENT NEW York theatrical costume house; will give substantial interest (no money investment required) to one who is acquainted with producers, costume and scenic designers. Box C-291, Billboard, Cincinnati, Ohio.

TROMBONE WITH CONSISTENT HIGH range; also tenor singing good ballads; commercial band; state previous experience, age, permanent address. Box CH-122, Billboard, Chicago. ap9

WANTED—WESTERN AND HILLBILLY units; send photos, recordings; state all in first letter including lowest salary; also individual Western and hillbilly musicians, write Roy Steiger, Fort Madison, Iowa. mh26

WANTED—ACCOUNT DISAPPOINTMENT, medicine show performers to join on wire. Dawson Players, Box 216, Shawneetown, Ill.

WANTED—PIANIST OR DUO FOR MODERN tavern; city of 15,000 in Central Wisconsin; must have personality, play modern and old-time numbers; good working conditions. Box C-281, Billboard, Cincinnati, Ohio.

WANTED—MUSICIANS FOR TERRITORY band; state all. Buddy Bair, Colome, S. D.

WANTED—CIRCUS ACTRESS; BEAUTIFUL, famous. Write Ray Lynch, Coatesville, Pa., R. D. 2.

WANTED—HOUSE KEEPER; SOBER, UNDER 35, under 140 lbs., for one ex-circus man; 4 room modern, year 'round, low wage, must like country life. Box CH-123, Billboard, New York.

WANTED IMMEDIATELY—MAN TO TAKE charge of dramatic tent outfit (tent 50 x 118 ft.); preference to man who understands trucks; all week stands, also asst. boss canvasman and tent workmen; join immediately; season opens April 28; also place billposter and feature vaudeville act. Slout Show, Vermontville, Mich.

WANTED—HELPERS FOR LION ACT; SUCH with circus experience preferred; state all in first letter. Lion Act, Box 3, Inglis, Fla.

WANTED—HILLBILLY GROUP; FIDDLE, ACCORDION, guitar; also girl singer; for traveling unit and radio; Eastern territory; must be sober and dependable; minimum salary of P. C.; give full particulars first letter. Box C-286, Billboard, Cincinnati, Ohio.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts

Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

RINK MANAGER—PERMANENT OR PORTABLE; age 27, sober, reliable, able to take complete charge, ref. go anywhere. If you want a good rink man, write Russell Anders, 33 Adams St., Nelsonville, Ohio.

BANDS AND ORCHESTRAS

RHUMBA ORCHESTRA—4 PIECES AND VOCALIST; specializing all types of music; Spanish, society, tangos, waltzes, paso-doble; just completing 5 month engagement Musical Bar, N.Y.C., until March 29. Don Pasqual, 2243 Southern Blvd., N.Y.C. Sedgewick 3-5106. mh26

ROY SANDERS SOCIETIERS—9 TO 11 MEN; union, commercial style band desires reliable agent. 1017 N. 9th St., Reading, Pa.

CIRCUS AND CARNIVAL

AT LIBERTY FOR CARNIVAL PHOTO GALLERY. Write Clyde Vetter, 513 Lorenz St., Muscatine, Iowa.

FANNIE BLAIS, THE DIFFERENT HALF AND Half and over forty; new style banner, life size photo; can make annex openings. Jack Bragdon, 735 O'Farrell St., San Francisco, Calif. mh26

OPEN FOR CARNIVAL OR CIRCUS—BIG OR side show; Petro La Marra, novelty fire eater, sword swallower, strait jacket and magic. Address 1809 So. 13th St., Philadelphia 48, Pa.

SELL FAST SELLING NOVELTIES

To Cigar Stores, Pool Halls, Taverns, Bars, Filling Stations and many other places. BE FIRST with our new humorous toilet sign. Retail for 25¢. 15 cost \$1. 100 only \$5.

PIC-TEASE (self developing) Novelty Photos. 20 in pkg., \$1. 10 pks. for only \$5.

DERBY RACE PHOTOS, 20 in pkg., \$1. 10 pks. for \$5.

MINI-MOVIES, a good pocket novelty. Retail for 60¢, 10 cost \$3.50. 100 for \$28. All prepaid in USA. If full payment is sent with order or 25% deposit, balance C. O. D., plus delivery charges. ORDER from here or rush \$1 for samples P. P. Free list.

Al Hawkins and Company BOX 1285 SIOUX CITY, IOWA



PAINTER-DECORATOR, WOOD AND METAL refinisher, color and lettering; will furnish references. H. John Cutts, Jr., Gen. Del., Newport, N. H.

MAGICIANS

FEATURE MAGIC-MENTAL ACT—ORIENTAL presentation; salary for act; percentage on private readings. Yose, care Kneeland, 75 1/2 W. Chippewa, Buffalo, N. Y.

MISCELLANEOUS

ATTENTION, MANUFACTURERS—TWO TOP producing demonstrators want engagement for new or hot item; dept. store pitching; what have you? Advise details. W. Van Hyning, 2754 McGrew Ct., Mobile, Ala.

DEALERS! CLOSEOUT!

MEN'S WRIST WATCHES!

All Swiss Watches, serviced and in running condition, like new. Limited quantity available. Original wholesale prices \$8.00 to \$14.00. Assorted 4-jewel, 7-jewel, 15-jewel, round and rectangular cases with band attached. Assorted sweep hands, small second hands, radium dials, plain dials.

IN LOTS OF 6 OR MORE—\$3.75 EACH plus Excise Tax and Sales Tax if required.

Terms: C. O. D.

Write Wire
THALSON COMPANY
682 Mission St. San Francisco, Calif.
Tel.: BU 1-3690

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Zarlington, Mary
Zimmerman, Corkie
Zimmerman, Sam
Zincaro, Frank
Zoeller, Marian D.
Zorn, Martin

Saxon, Ingrid
Schubert, Erwin
Shiltzen, Olya
Garnett
Smith, Chris.
Smith, Jack or Ann
Stickland, Rooley T.
Stone, John B.

Stoll, Carl
Terrill, Harry A.
Thompson, John
Tomaini, Aurelio
Townes, Freddy
Trennell, Sally
Vestal, James C.
Walter, Clarence

McCabe, Vince
McDaniel, Paul D.
"Cowboy"
McMullen, John
Malone, W. T.
Martin, Louis James
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Murray, W. O.
O'Brien, Pat
Oppenheimer, Paul
Patrick, T. W.
Pennenter, William H.

Piroe, Wendell R.
Pisan, James N.
Rihbennacht, Fay
Rogers, Robert E.
Rhome, T. W.
Rosen, Sammy
Pierce, Jessie
Rutherford, David W.
Sandusky, Durd
Sandusky, Shady
Satterly, Eather E.
Satterly, Elmer
Schmidt, Stanley
Arthur
Schwartz, Sam
Scribner, William
Seita, J. H.
Shelley, Mrs. Tom
Shuter, William
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Sims, Joe
Sithi, William
Small, Charles
Smith, Geo. H.
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Sylvester, William A.

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Bailey, Bob
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Barnes, Joe E.
Beanco, J.
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Bennett, Carl Albert
Bosco, Mike
Buck, Mr. & Mrs.
Huddy
Huck, Mrs. Lula
Burge, Lloyd
Hydairk, Albert
Canipe, Mrs. Walter
Carnell, Jess
Carter, John
Casey, William H.
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Helen
Chapman, Miss
Alice
Cooper, Ceall
Davis, Mr. & Mrs.
Ken

Craden, S. E.
Dillon, Leonard L.
DuClause, Harry
Granger, Evelyn
Gryton, J. H.
Hall, Albert Jack
Halstead, James
Harma, Russell
Charles
Hartley, William J.
Harvey, Henry F.
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Margaret
Henderson, Lena &
Vera
Hill, Harold (Jack)
Holston, Jack
Hunt, Charles
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Ivey, R. C.
Knapp, G. W.
Kuhn, Jim
LaTour, Frank
Lease, Phillip G.
Lee, James K.
Levine, Joseph B.
Luck, William J.
Lunde, Russell

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Day, Jean
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de Los, Donnette
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Bosco, Mike
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Canipe, Mrs. Walter
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Chaffee, Miss Mary
Helen
Chapman, Miss
Alice
Cooper, Ceall
Davis, Mr. & Mrs.
Ken

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DuClause, Harry
Granger, Evelyn
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Hall, Albert Jack
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Harma, Russell
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Harvey, Henry F.
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The fastest-moving Kiddie Watch on the market!

\$7.20 per gross in 5 gross lots.
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PRESIDENT'S "Junior-Jem" WRIST WATCH

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The most beautiful little toy wrist watch you've ever seen. Cocktail style — "Just like Mommy's. Bright golden metal, studded with colored stones to simulate emeralds, amethysts, topazes, rubies, etc. Narrow black elastic band. Instant appeal for the kiddies!

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The Latest Scientific Marvel

No Picture or Words Can Describe
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**NEO-LITE FLUORESCENT
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As New as Tomorrow
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Artificial Light. We make Neo-Lite Signs
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PERRY ← 6 in.
FURNITURE ← 4 in.
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TELEVISION ← Base or Shelf Sign

This 10-letter sign in 6-inch letters, made in Neon retails for \$105.00. The same 10 letter sign in 6-inch letters made of Fluorescent Neolite retails for \$19.20, only \$1.92 a letter—your cost 96¢ per letter including frame. 100% profit.
ALL FRAMES AND BASES ARE CRYSTAL CLEAR PLASTIC.

FAMOUS FOR FINE FOOD ← Top and Bottom Frame
This 17-letter sign in 2-inch letters, made in Neon, retails for \$90.00. The same 17 letter sign in 2-inch letters made of Fluorescent Neolite retails for \$19.53. Only 38¢ per letter. Your cost 49 1/2¢ per letter, including frame. 100% profit.

BORN 150 DAYS AGO
Tried and proven a tremendous success in Miami, Fla.; Baltimore, Washington, Philadelphia and New York. The rest of the world is virgin territory. This multi-million-dollar baby is only 6 months old and has never been out of its own front yard.
Fluorescent Neolite signs are being sold to stores, salerooms, garages, realtors, hotels, theatres, business trucks and autos, or any type of business establishment. They are a proven hit wherever shown. Miami, Fla. business men have purchased these signs to the value of \$50,000 in the past 90 days.
In New York they are being used by such stores, firms and chains as Kroger, Philco, General Electric, General Motors, Frigidaire, Jantzen, Leighton's, Mohawk Carpets, and many other coast to coast chains and nationwide advertisers.

More attractive than Neon at one-fifth the cost. No unsightly transformer boxes—no upkeep, no breakdowns, no batteries. Uses no electricity; reflects and refracts a radiant, glorious light that commands instant attention. It gathers and transmits light fully and faithfully. It creates curiosity because it is a scientific marvel. As new as tomorrow. It yields 100% profit to our agents.
Fifty dollars a day without risking a penny. You can be your own boss and make \$10 an hour selling the most fascinating and decorative product ever produced. No investment required. One-half of each sale is yours. No such chance has ever before been presented on such a sure-fire product. You can't miss. It sells on sight.

AGENTS AND SUB-AGENTS
You can appoint sub-agents on commission, pay them 25 or 33 1/2% and still have a nice profit in addition to the 100% you make on your own sales. Exclusive territory if we see you are a live wire and can produce. We will give you a contract in writing for your protection and cease selling to anyone who might trespass on your territory.
Letters come in 2, 4 & 6-inch & 8-inch sizes. All signs are completely assembled.

PRICE LIST
2-inch Letters 49 1/2¢
4-inch Letters 74¢
6-inch Letters 96¢
8-inch Letters \$1.46
Above prices include luminous crystal-clear plastic frame. Orders shipped same day received. Instant service.

SALESMEN'S SAMPLES
We recommend 1 sample sign of each size letter, namely 2, 4 and 6 inch.

SECURITY DEPOSIT \$10
We are now shipping a sample layout consisting of 1 sample 8-inch sign, 1 sample 4-inch sign, and 1 sample 2-inch sign. These are standard samples; you may return them for refund at any time. Act now. Be the first to introduce these sure winners in your town or city.

SECURITY DEPOSIT \$25
This sample layout consists of one 10 letter 6-inch sign, one 10-letter 4-inch sign, and one 17-letter 2-inch sign, namely, **TELEVISION** (6-inch letters), **COFFEE SHOP** (4-inch letters), and **FAMOUS FOR FINE FOOD** (2-inch letters). This is by far the best sales producing sample layout. Your deposit is refundable any time.

TERMS:
SALESMEN'S SAMPLES, cash with the order. Remit by postal money order. Checks must be certified.
We ship to agents only. You are in business for yourself, put your telephone number on each sign for big repeat business. You make your own deliveries.
Money-back guarantee on all orders. Over 20,000 satisfied Billboard customers have bought our products with a money-back guarantee since 1940.

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Send All Mail Orders to 1422 Wisconsin Ave., Wash., D. C. Your Order Will Be Shipped from Nearest Point.

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ABC—5th Edition and Bentleys
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Pipes for Pitchmen

By Bill Baker

BILLY AND VERA MORING... well-known med team, are in the midst of a two-week clowning stint at the Western Michigan Home Show, Grand Rapids. They report that they are doing four hours work a day and are enjoying it. They are set for a repeat date next season.

Famous Last Words: "Will send money soon."

"**THERE ARE**... plenty of pitchfolk working here," letters Max Cohen from St. Louis. "All seem to be doing okay too. We've had splendid weather and astrology is well represented by Bob Hampton. Dr. Hallie and Irene Roth are working Sixth Street to good takes. Harry Darst and Mike Lombard have opened a popcorn and peanut stand in Wellston, while Les Sabu and Shorty Kemper are clicking with tricks. Also going well are Frenchy Thibault, Doc Krueger, Dr. Dodo, Ben Rankin and Ben Louie. I've been getting my share with skimmers in McCrory's store. Let's have some more pipes from the folks in Los Angeles."

Being a novice in the pitch field cannot long be camouflaged.

BIG AL WILSON... took a week's leave from Webb's store, Sarasota, Fla., to work the city's annual Festival to good business, he pipes. Al says that Monday and Saturday were the big days on the streets. He adds that Phillips, the med man, is doing well and that he plans to work the Big Store, Tampa, in addition to holding down his spot at Webb's. Al would like to read pipes here from Glen Hosburg.

Necessity is the mother of excuses with some pitcheroos.

"**WHILE SHOWING**... Atlanta, Doc J. D. and Eunice Lance were daily visitors," letters Ray E. Herbers, who operates a Hygiene Exhibit in conjunction with his wife, Madaline E. Ragan, from Memphis. "Thompson's was our office while in Atlanta, as we were presenting the exhibit at five points. Rome and Dalton, Ga., also were okay. We will be

here for 10 days with the exhibit in front of the Kress store. From here we go into Kentucky for a few weeks the last spot being Covington, Ky., after which we have a number of dates in Ohio. Irving W. Parker, Hollywood, public relations officer of the Amvets, National Service Foundation, is doing a fine job in laying out our national itinerary. Let's have more pipes in the column from Doc Lushwell and Count Seldom Scoff, Eddie Gillespie, Bruce Boob, Speedie Hascal Alvine Anthony and Sid Sidenberg."

The outdoor season soon will be under way in full blast.

CARL BALMER... pitched candy for George (Ham) Hamilton at the Empress Theater, Milwaukee recently, following successful engagements in Texas and the Home Show in Toledo.

W. VAN HYNING... and wife are at their home in Mobile, Ala., mulling a layout which they plan to spring in five and dime stores soon.

T. ALONZO SHALLOW... is celebrating the arrival of twin sons, Mike and Pat, to his wife in Jewish Hospital, St. Louis. Mrs. Shallow and the babies are doing well and Shallow is passing out the usual number of cigars.

Prepare your spring itineraries now. Don't just sit back and expect business to come your way.

LARRY GREENFIELD... cards from New York that Jack Kahn is working out dally at the pitch store on 48th Street and Sixth Avenue, doing well with health books, oil and mental science. Harry says that many of Jack's new ideas are clicking and that he'll soon be high up on the list of successful pitcheroos. Among pitchfolk visiting the store recently were Bill Schultz, Bill Vreeland, Louie Weitz, Murry Kramer, Doc Kingston, Sailor Jim White, Jerry Francherie and Sol Addis. Greenfield also points out that the pitch store on West 50 Street continues to go strong after several years of operation.

PATRICK CLARK... whose absence from this corner has been conspicuous, advises from Jansen Beach, Fla., that the winter has been a pretty good one in the Alligator State. He's currently working a new item obtained from Mr. and Mrs. Clarence Giroud. "I believe that

Looks Like Expensive Gift Watch
7 Big Features for only \$3.50
Imagine all this for \$3.50... Guaranteed movement, shock and water resistant, all chrome case, radium dial and hands (see in the dark), sweep-second hand, stretch band fits all wrists and smart modern design dial. Unbelievable profits soar over 400%. Write now for Free Illustrated Sales Literature.
MARVEL WHOLESALE WATCH CO., 501 Pine, St. Louis 2, Mo.



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DEMONSTRATION NATURAL!
VILOC
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Liquid mending PLASTIC MAGIC
MENDS in seconds!
Write **GORDILL CHEMICAL CORPORATION**
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LADIES TO TRAIN FOR DEMONSTRATORS
MRS. CUMMING'S HOME RUG BRAIDER
IN S. S. KRESGE 5c & 10c STORES
GOOD STORES NOW AVAILABLE • GET WITH US FOR BIG MONEY
You can be trained in St. Louis, Detroit, Chicago, Minneapolis, New York City and New England.
FRED (SIZZ) CUMMINGS
8128 Boardman St. (Phone: Sidney 2385) St. Louis 9, Mo.
Airmail, Wire, Phone—50 Stores Now Operating.
I HAVE THE FLASH—YES, I SELL TO THE BIG OPERATORS ONLY.

New OAK-HYTEX Ringtailed MONKEY
Squawky Doll
... Put on a Crowd Stopping "Show" — Take in Big Money.
\$2.30 per dozen.
Squeaks when Squeezed
The new "ring tail" adds appeal — pep up demonstration. Buy from your jobber at \$2.50 per dozen. Plus shipping charge.
Sold Through Jobbers Only
The OAK RUBBER CO.
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Immediate Shipment on OAK Balloons
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6TH & OHIO STS., TERRE HAUTE, IND.

IMMEDIATE SHIPMENTS
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25% with C.O.D. orders.
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IMMEDIATE SHIPMENT ON ALL OAK PRODUCTS
25% Dep. with order, bal. C. O. D. Catalog free upon request.
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1116 S. Halsted St. Chicago, Ill.

LOVELY LOOP RUGS
TO PEP UP YOUR SALES OR GAMES!
WRITE TODAY! PROMPT SHIPMENTS TO OPERATORS. ANY QUANTITY. STATE YOUR LINE.
GEORGIA BED SPREAD CO.
B-5 • NELSON, GEORGIA

MEDICINE MEN!
THERE IS NO SUBSTITUTE FOR QUALITY
WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—Rapid Service!** (Products Liability Insurance Carried). We are Manufacturers Pharmacists established 1934.
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Livingston
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Now, Livingston volume production brings you the finest plastic playing cards at an amazing low price.

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- 1 Guaranteed for equivalent of 800 rubbers of bridge.
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It's fun to play with Livingston genuine plastic cards. Available also in pinochle decks.

PRICES

#225 \$16.00 per doz. DECKS
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TERMS: 25% With Order, BALANCE C. O. D.

SAMPLES: Less than doz. lots, add 10% to above prices.

NALPAK SPECIALTY CO.

2081-85 Valentine Ave., New York 57, N. Y.

Giroud is one of the best jam men in the business," Clark pens. "He tells me the item is as good as the ones he used in the old days and that the long green is piling up. He has the new rayon magic wonder towel and his demonstration is a pip. I watched him work in front of Mercantile Hardware in West Palm Beach, Fla., and he was taking in plenty of hermans. Giroud has his factory in Jensen Beach and he has about 15 demonstrators working surrounding towns. Most of the so-called fairs in this State are nothing but promotions or still dates."

We once knew of a pitchman who receded into history for want of good dates.

SLIM CUNNINGHAM . . . cards from Beeville, Tex., that he is doing okay there. "We've had some disagreeable weather of late," says Slim. "Louis Raymond came out of the valley and visited us March 4. He worked here with his squeaking mouse toy and cleaned up. They went like hot cakes and Raymond sold two gross between bus schedules. That's not bad for a dull spot."

CHIEF THUNDERCLOUD . . . assisted by Pink Anderson, guitar and comedian, and Peg Leg Sam, is pitching med daily in North Carolina. Emmett Smith reports from Wilson, N. C.

When some pitchmen want something badly enough and wish for it long enough they are convinced that they actually have it.

HUB CONFAB NOTES

(Continued from page 66)

Dartmouth, Mass., program chairman, did an excellent job. His technique was unique. "I just called 'em on the phone and when they said they'd speak, I stopped worrying." Some kind of record was established when all speakers showed up. Harry Batt, president of the National Association of Amusement Parks, Pools and Beaches, flew in from his home base, New Orleans. Attractive 17-year-old Wilma Collins, Roland Gamache and Waggy Price helped swell the Lincoln Park delegation.

Another big delegation represented Riverside, Agawam, Mass. The group was led by Mr. and Mrs. Ed Carroll, Harry Storin, William Stevenson and Tom Morrissey. Mrs. Storin is still recuperating after a recent operation.

Father Ed Sullivan, the circus priest, was on hand for the banquet. He already has set his plans to catch the Big Show when it preems in New York. . . . Leonard Traube, New York publicist, was in town for a pre-meeting confab with Al Martin. . . . He presented Prexy Julian Norton with an appropriately inscribed gavel. . . . Clarence S. Borggaard, owner-operator Rides, Inc., spoke at the business meeting and attended the night doings with Mrs. Borggaard. . . . Altho retired for several years George Currier, former head of Playland, Rye, N. Y., continues to attend all important park meetings.

John Logan Campbell, NAAPPB insurance consultant, reported that 55 per cent of all amusement parks are participating in the association's liability insurance plan.

\$1.10 Doz.

IN 6 DOZ. LOTS
F. O. B. CHICAGO
Hand Painted
Pie Birds



Send only 25% deposit. Pay balance C. O. D. Beautiful china figures, 5 1/4" high, hand decorated in Green and Pink or Blue and Pink. A perfect pie-vent every woman wants, and ALSO makes a dandy miniature candlestick, bud vase, party favor or knickknack. Popular 45¢ item that has been retailed up to \$1.00. Now closing out 50% below wholesale! Quantity Limited. Hurry!

SPECIAL TRIAL OFFER

2 Dozen POSTPAID (cash with order) \$3.00 (Add 10% West of Denver)

SPECIAL QUANTITY PRICES TO JOBBERS PURCHASING 12 DOZEN OR MORE.

BERKELEY MFG. CO.
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**Pitchmen . . . Demonstrators
PLASTIC RAYON TOWELS**

Sells any place fast.

SIX Colorful Towels in a package. 18"x30" sells for \$1.00

\$4.80 Doz. Pkgs. \$57.00 Gross

Prompt shipments.

No C. O. D. Cash with orders.

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P. O. BOX 1604 ST. PETERSBURG, FLA.

FREE! FREE!

500 RAZOR BLADES!!

Introductory offer. We will ship you 500 of our DOUBLE EDGE GUARANTEED blades free with each order for 500 at \$5.00! Packed: 5 to package (10¢ retail). 20 pkgs. to counter carton. STOCK UP! Buy all you need while this amazing offer lasts! WAGON JOBBERS: Promote sales and move dead merchandise by using blades as a premium.

If you want samples, send \$1.25 for 300 blades and try them! You'll re-order! Cash orders shipped prepaid. C. O. D.'s plus postage.

John Paul Jones & Co., Franklin 3, Penna.

NEW IMPORTED SWISS WRIST WATCHES



- ★ Precision Built
- ★ Stainless Steel Back
- ★ Genuine Leather Band
- ★ Styled for Beauty
- ★ Built for Accuracy
- ★ Radium Dials
- ★ Sweep Second Hand
- ★ Immediate Delivery

\$3.50

Each

in Lots of 6 or More. Sample orders, \$1.00 extra.

25% deposit with order, balance C. O. D.

ALLIED SERVICE CO.

929 Fifth Ave. Pittsburgh 19, Pa.

Daringly Different!

PIX PORTFOLIOS

SELLING LIKE WILDFIRE
ACROSS THE COUNTRY!

UNLIMITED DEMAND!

DEALERS VIRTUALLY COINING MONEY
WITH THESE TANTALIZING PICTURES!

- 12 Actual Photos to a Set
- 4" x 5" Glossy Prints
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- If These Photos Could Talk — They'd Say Plenty!
- Sell on Sight — Big Repeat Sale!

**Actual 4"x5" Glossy Photos
of Live Models!**

\$7.20
DOZEN SETS

100 sets \$50.00

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TERRITORIES GOING FAST—WRITE TODAY!

Your sample order for a dozen assorted portfolios today will be followed by reorder after reorder — that's the way it has worked with hundreds of live-wire dealers!

Your order shipped same day received!



ORDER NOW!

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533 WOODWARD AVENUE
DETROIT 2, MICHIGAN

One of America's leading wholesale distributors

50% deposit with order, balance C. O. D.

PITCHMEN

CASH IN

ON THE RUG BRAIDING FAD

DEMONSTRATORS



SELLS LIKE WILDFIRE AT \$1.50

Each SPEED-E-BRAID set consists of 3 durable aluminum folders, 1 metal iacer, instruction sheet and wool ordering card attractively packed. These are the most versatile braiders on the market—make large or small braids. Order today!

YOU PAY ONLY

\$18.50 PER GROSS, F. O. D.
5 GROSS OR MORE, \$17.50

Pay 1/2 when you order—
balance C. O. D.

SPEED-E-BRAID BOX 27
CENTRAL ISLIP, NEW YORK

SPRING SPECIALS—LOW PRICES

1000 Tossups . . . \$9.00 Gr.	#14 Mottled Cats . . . \$7.50 Gr.	#9 Roy Rogers Asst. . . \$6.00 Gr.
#7 Round . . . 2.00 Gr.	#10 Cats . . . 4.75 Gr.	#12 Roy Rogers Asst. . . 7.00 Gr.
#9 Round . . . 2.75 Gr.	#6 Mickey Mouse . . . 3.25 Gr.	#9 DeLuxe Asst. . . 4.50 Gr.
#11 Round . . . 3.50 Gr.	#10 Mickey Mouse . . . 7.00 Gr.	#860 Kat Mottled . . . 12.00 Gr.
Squawky Dolls—Mickey Mouse—Baseball Player . . . \$2.25 Dz.		
Lancaster Batons with Bell . . . \$14.00 Gr.	Cowboy Hats . . . \$33.00 Gr.	Spanish Hats . . . 27.00 Gr.
Lash Whips, 27" . . . 11.00 Gr.	Cholo, Mexican Hats . . . 24.00 Gr.	Fire Hats, Gold Label . . . 21.00 Gr.
Whistle Whips, 27" Silk . . . 15.00 Gr.	Cowboy Hats, Felt with Lacing . . . 4.00 Dz.	Slight Seconds . . . 7.00 Dz.
Trombones—\$21.00 G. Bugle . . . 16.00 Gr.	Flying Birds, Best Made . . . 4.50 Dz.	Baseball Bat, 15"—\$15.00 Gr. 18" . . . 18.00 Gr.
Trumpets, Metal, with Handle . . . 9.00 Gr.	Parasols, Jap, 18" . . . 15.00 Gr.	Parasols, Jap, 27" . . . 4.00 Dz.
Clarinets, Plastic, 14 1/2" . . . 2.25 Dz.	Parasols, U. S., Plastic . . . 3.50 Dz.	Baseball Pennants, All Teams. Per 100 . . . 12.50
Cupei Dolls, Briteeyes, 4" . . . 8.00 Gr.	Parasols, U. S., Plastic . . . 3.50 Dz.	Baseball Pennants, All Teams. Per 100 . . . 12.50
Feather Backs, Brite Colors . . . 7.50 Gr.	Parasols, U. S., Plastic . . . 3.50 Dz.	Baseball Pennants, All Teams. Per 100 . . . 12.50
Jap Crooked Handle Canes . . . 3.60 Gr.	Parasols, U. S., Plastic . . . 3.50 Dz.	Baseball Pennants, All Teams. Per 100 . . . 12.50
30" White Dowels. Per 100 . . . 1.50	Parasols, U. S., Plastic . . . 3.50 Dz.	Baseball Pennants, All Teams. Per 100 . . . 12.50
Rodeo, Circus, Fair Pennants. Per 100 . . . 12.50	Parasols, U. S., Plastic . . . 3.50 Dz.	Baseball Pennants, All Teams. Per 100 . . . 12.50
Feather Dolls, 4"—\$9.00; 7"—\$18.00; 9"—\$24.00; 10"—\$27.50 Gr.	Parasols, U. S., Plastic . . . 3.50 Dz.	Baseball Pennants, All Teams. Per 100 . . . 12.50

SAME DAY SERVICE. 25% DEPOSIT WITH ORDER.

CHARLES SHEAR

150 PARK ROW

NEW YORK 7, N. Y.

CONCESSIONAIRES—CARNIVAL MEN!

BUY DIRECT FROM MANUFACTURER

- 244—30" Rayon PLUSH BEAR, assorted colors, cotton stuffed, embroidered nose, packed 1 doz. to carton . . . \$30.00

SAVE \$18.00! Order in 6 doz. lots at only . . . \$27.00 Doz.

Write for 1949 catalog of 180 other numbers in Fur and Plush for your concession. Special set-up for jobbers and distributors. Send for details.

ACE TOY MANUFACTURING CO.

Manufacturers of Fur Stuffed Toys

122 WEST 27TH STREET

NEW YORK 1, NEW YORK

N.E. Park Ops Wax Optimistic; Strong Bally To Boost Business

(Continued from page 66) which, conceivably, will make up for anticipated curtailed spending. Also, it was pointed out, last season was reported good by most operators even tho important early week-ends were lost in multiples because of rain.

Julian H. Norton, Lake Compounce, Bristol, Conn., association prexy, warned that no park op could afford to be pessimistic. Parks have a distinct advantage in that they cater mainly to the working class and can offer to this group a price range that is attractive, he said. The nation's birth rate was also claimed as a distinct asset since funspots rate many of the first dollars spent on entertainment for the small fry.

Officers Re-Elected

All officers were re-elected. They are, besides Norton, John Collins, Lincoln Park, North Dartmouth, Mass., first vice-president; John J. Dineen, Hampton Beach Casino, Hampton Beach, N. H., second vice-president, and Wallace St. C. Jones, William Berry Company, Boston, treasurer. Fred L. Markey, Dodgem Corporation, Exeter, N. H., was re-appointed secretary.

Band concerts were plugged as attractions by John Dineen, of Hampton Beach, N. H., one of the few spots still using them. At the outset Dineen warned that concerts would not do the job of free acts and fireworks because they could not be credited with drawing crowds. Their advantage lay in the fact that they are excellent family entertainment and patrons are completely sold on them, with the result that they are credited with being responsible for a big percentage of repeat business.

\$9,000 for Bands

Hampton has featured daily band concerts for about 50 years and the Chamber of Commerce annually allots about \$9,000 of its \$30,000 budget for their staging. Dineen said it was advisable to have a complete understanding with the musicians' union before attempting to stage concerts.

Harry J. Batt, Pontchartrain Beach, New Orleans, president, and Paul H. Huedepohl, secretary of the National Association of Amusement Parks,

Pools and Beaches (NAPP&B), both urged a concerted effort by all parkmen to have the federal excise tax on admissions reduced. Batt spoke favorably on the possibility of eliminating the 20 per cent tax on admissions of 20 cents or under.

Food Profitable

One of the most illuminating talks was given by Maurice (Morry) Weiner, manager of Joseph's, Paragon Park, Nantasket Beach, and the Huyler restaurants in Boston. After stating his belief that food concessions in many instances were more profitable than rides and games, Weiner said that business would continue good in 1949 for the operator who can turn out the best products at the lowest prices. Doing this will necessitate intelligent buying, reduction of waste, more efficiency with a constant check of overhead, the best equipment and planned merchandising, he remarked.

Name bands will always draw new faces to an amusement zone, according to Edwin T. (Buddy) Stuart, ballroom editor of *The Boston Post*. Stuart credited park operators largely for helping to change the old-time dance hall into the present day ballroom and maintained that a stigma had been eliminated with resultant increased patronage.

Liquor Okay

Larry Stone, Paragon Park, spoke in favor of the sale of liquor at funspots if it is properly controlled. A special officer is needed to keep intoxicated persons off rides, he said. The public wants liquor and will get it at adjacent spots if the park doesn't handle it.

Henry Bowen, Whalom Park, Fitchburg, Mass., spoke on the proposed federal and State wage and hour laws and their possible effect on the park industry. Edward Laventure, also of Whalom, and president of the Roller Skating Rink Operators of America (RSROA), urged membership in his organization. Clarence S. Borggaard, owner, Rides, Inc., Medford, Mass., spoke on amusement riding devices.

A capacity crowd attended the annual banquet which featured a floorshow in the hotel ballroom.

KELLY-MILLER SET

(Continued from page 64) be under direction of Charles Weathersby.

Show uses large spools, built on trucks, for the canvas. Tents are not unlaced, Miller pointed out, which saves time both in setting up and tearing down.

Linderman Heads Brigade

Albert Linderman is in charge of the brigade crew. There will be 12 lithographers and billposters, Miller said. The crew will use three new Chevrolet panels, one car and a 33-foot semi, complete with sleeping berths.

Staff includes D. R. and Kelly Miller, co-owners; Obert Miller, manager; Fred Harry, head bookkeeper and in charge of the front door; Kelly and Dale Miller, white and red wagons, respectively; Linderman, brigade manager; Ira Watts, superintendent; Carl Wyche, boss canvassman; Frank Francoise, steward and buyer; Ed Whalen, pi car, and Iona Stevens, stands.

UNDER THE MARQUEE

(Continued from page 65) night (12). A floorshow climaxed the event.

Shows that advertise "Five acres of canvas" should allow a 40 per cent discount for three-acre lots.

The Bridgeport (Conn.) Sunday Post will run a serialized story of the life of P. T. Barnum in conjunction with the week-long festival which will be staged in the showman's honor this June.

Old-timers aren't beefing over winter passing so slowly because their 1948 season's numbness hasn't worn off.

R. M. Harvey, general agent of Cole Bros., who was in Chicago last week on business, reported receiving a card from Jim Fay from Hong Kong. Fay the last two years was on Dailey Bros. as assistant at the front door and official greeter.

Wonder if we'll ever again see the good old yesteryear showmen who, even tho their jobs didn't demand it, arrived on lots when the layout pins did?

James M. Cole Jr., eight-year-old elephant trainer, will wind up a six-month tour with the Santos-Artigas Circus in Cuba May 15, after which the Cole elephants will return to the United States to join the Jay Gould Circus as a feature act, opening May 29.

One doesn't hear so much as formerly about the hardy souls who loaded shows in the rain and mud, because the act has been stolen by the women.

Jack and Jake Mills, of the Mills Bros. Circus, visited circus quarters at Sarasota, Fla., and Louisville, shopping for animal acts, and while at Louisville bought wardrobe for their show from the Cole Bros. Circus. . . . Frankie Saluto, pint-size joey, has returned to Sarasota after a month's engagement in Cuba, and is reading gags for use on the Big One this summer.

With circuses changing managements, the coming season will go down as the biggest in history for the use of the phrase, "It wasn't done that way last year."

Bill Bailey, clown, last season on the James M. Cole show, will be with Stevens Bros. this season. . . . Frank Smith writes from Tucson, Ariz., that he met Van Wells on the street in Tucson recently. Smith, former Evansville, Ind., resident, owned and operated the F. F. Smith Society Circus in Evansville. He has resided in Tucson the last 10 years and is training horses and working with movie studios on location there. Van Wells and his mother spent the winter in Tucson.

Worst part of making a propertyman pay for his uniform is that he finds it is

not quite proper for winter wear on the streets and a little too garish to wear to church when the season ends.

Charles H. Liedel, Moberly, Mo., circus fan, writes that the 1950 Morrell Packing Company's calendar will be devoted to the circus. Each month will have a separate circus painting showing various circus scenes, together with a story, Liedel reported. . . . Frank R. Murphy, boss ticket seller the last two years on the James M. Cole show, writes that he will be with the ticket department of Dales Bros. this season. Murphy at present is at his home, 23 1/2 Car-gill Street, Providence.

Yesteryear showmen who are still trouping give the impression that they have gone modern, but the Johnny-come-lately insists that no matter which way they turn he can identify them by the moss on their backs.

While appearing with the Ward Bros. Shrine Circus in Monroe, La., Harry Villeponteaux, clown contortionist, visited his former partners, Mr. and Mrs. Purcell, who are currently playing schools in Louisiana with their stage circus. . . . Paul Miller, Ringling Bros. concessionaire, was in New York to attend funeral services of NSA secretary Walter K. Sibley March 13. . . . Digger Pugh has brought over a line of eight girls from England to join Mills Bros. Circus. . . . Former CFA president, Mr. and Mrs. Tom Gregory, and their daughters, Dorothy and Virginia, of Lakewood, O., are en route to Sarasota, where Tom expects to take some pictures at the quarters of the Big One. . . . Jack Leontini reports he is now with the Tom Packs office and will produce the police circus in the Civic Stadium, Buffalo, this summer.

News that collectors hunt old-time press agents' news stories for fun doesn't surprise us as some of those early-day tub-thumpers wrote some snappy fiction.

TIME TO FRAME AND!! REMODEL!!

OUR "EARLY BIRD" CATALOG IS READY
WRITE FOR YOUR COPY TODAY—STATE BUSINESS

NEW HAVEN WATCHES

ITEM	No.	Retail	Dealer Cost
TIP TOP (Plain Dial)	SA 1	\$2.50	\$1.74 ea. \$1.48 ea.
TIP TOP (Rad. Dial)	SA 2	3.60	2.40 ea. 2.00 ea.
EARL (Plain Dial)	SA 3	4.50	3.02 ea. 2.50 ea.
EARL (Rad. Dial)	SA 4	5.95	3.78 ea. 3.14 ea.

EARL WATCHES ARE IN YELLOW METAL (GOLD COLOR) CASES

SLUM AND GIVE-AWAY SPECIALS

No. SA 6 Mosco Plastic Animal, Gross	\$.95
No. SA 7 Jittarbeans, Gross	1.00
No. SA 8 Min. Metal Garden Tools: Hoe, Rake or Spade State choice, Gross75
No. SA 9 Plastic Revolver Charm, Gross90
No. SA 10 Plastic Colt Pistol Charm, Gross65
No. SA 11 Jap Metal Crickets, Gross	1.00
No. SA 12 Simolex Whistle, Gross60

LEVIN BROTHERS Established 1886
TERRE HAUTE, INDIANA

New TELESCOPE

with Gold Key Chains

New Models • New Low Prices

\$12.00 Per Gross in 1 Gr. Lots
\$11.00 Per Gross in 5 Gr. Lots
\$10.00 Per Gross in 10 Gr. Lots

\$1.50 Per Dozen • Minimum Order 4 Dozen.
New Strip-Tease Cards, \$9.00 Per Gross, \$1.25 Dozen.
Cash, M. O. or Cashier's Check With All Orders.

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CHAMPAGNE BOTTLE RADIO

Terrific Salesboard Premium — Ideal as a Gift — Sensational Novelty — AC-DC

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5-TUBE
Superheterodyne radio shaped like a champagne bottle! Fully guaranteed radio with volume control and switch in base — dial in cap! Emerald green body, crinkled gold top simulating foil.
23" high — labels printed in 4 colors.

ONLY **\$24.00** Retail for **\$39.95**

Order Direct From
LAWRENCE WELK
1140 LAKE ST. OAK PARK, ILL.
Write for full color circular

SALESBOARD SIDELIGHTS

Secore & Secore, Chicago, began delivery on a new pellet board Monday (14) as a companion number to the Club Bell Slot introduced during the January board showings. **Mort Secore** reported the new board, **Fin & Sawbucks Pellet**, got off to a good start with orders and interest topping even the initial pellet debut. The new board, quarter play, is a pellet adaptation of the straight ticket **Fin & Sawbuck** board. **Irwin Secore** is covering Southern Illinois this week, and is expected back for the week-end, with news of the new release.

Gardner & Company, Chicago, put out the first of the new girl boards last week, introducing it as the initial entry in firm's "something different" line for 1949. Company slogan "Build your business with Gardner's business builders" received additional impetus with the new numbers hitting the market. **Joe Robinson**, Gardnerite, said the gal boards show every indication of notching into the right spot on firm's rising sales chart. **Saul H. Wyatt**, general manager, has been the victim of the flu germ for the past week; he's still away from the office. **Maurie Kaye**, back from his Midwestern jaunt, is scrutinizing the country before deciding on which territory he will cover next.

H. C. Hayes, general manager of DeLuxe Manufacturing Company, Blue Earth, Minn., reports that firm's export trade is holding up at

a steady level, with the order rate in '48 keeping pace with a satisfactory volume. Firm's boards are being produced at a consistent rate which means that customers are assured of quick service, Hayes declares. The two new six-tickets-per-hole numbers, **Kwick Fin** and **Lucky Fives**, are proving tops in the quarter play line, he adds. . . **Muncie Novelty Company, Muncie, Ind.**, is hearing some good business reports from its traveling president, **Ted Broyles**. Ted is covering the Midwest this month and April, getting back into stride after his sojourn in Florida.

Thomas A. Walsh Manufacturing Company, Omaha, is devoting a good deal of activity to development of new territories. **D. L. Gruhn**, official, states that firm is finding the Southern States looking very promising for the future, and is introducing new representatives in Florida, Louisiana, Georgia, Virginia, West Virginia and Missouri. In line with the expansion of its sales force, the plant is now working full shifts to fill the demand being created by the hyped sales contacts. Firm's sales manager, **M. Parsley**, was due back at headquarters last week, after traveling thru the Southern States for the last two months, during which time he was working with the new representatives.

Robert H. Kolinsky, sales manager for Superior Products, Chicago, states that firm's new spring line of boards will be in representatives' hands by next week and will be available for delivery. Robert is planning a Texas trip; he'll be gone only a few days, but expects to spend most of them contacting the Lone Star trade as he's using a plane. **Sam Lubow**, Superior's California representative, is hospitalized following an operation last week. He expects to be back in action soon, however, as he's mending rapidly.

Walter McNamara, the McNamara Company, Chicago, announced the hot-off-the-press release of firm's newest insert board last week. Called **Olympics**, a dime play number, it is another in the series of new releases being introduced over a period of weeks by the firm. Pellet board activity is looking up, with prospects for this type of item holding firm for future months, Walter says. . . **Harlich Manufacturing Company, Chicago**, following the trend to merchandise numbers, is featuring its **Jumbo Award** boards. **Sam Feldman**, sales manager, reports that **Manny Gutterman's** Southern trip, now under way, bears promise of being fruitful, order-wise.

Guy E. Noel, president of Gay Games, Inc., Muncie, Ind., relays the information that the new line of calendar girl top salesboards is going out to the 1949 market in increasing numbers. Following firm's original presentation of girl top boards several years ago, Noel says the new line is being offered as a boost to this type of item which met with steady popularity thru successive years.

YORK EXPANDS

(Continued from page 68) posed new parking area to the White Street gate is one block. If the management decides that all of the acquired land is not necessary for fair purposes, then part of it will be sold.

President Lewis said that before he became active in the fair management much of the land could have been purchased for about \$22,700. He also said that fair officials have kept in mind the possibility that parimutuel betting may become legalized in Pennsylvania, in which case the fair would need much additional parking space for anticipated bigger crowds.

A bill to legalize betting is now in the Legislature but little hope is held for its passage.

FLINT CLOSE-UP

(Continued from page 69)

tinued with that office until late that same year, when **Diamond** joined the Western Vaudeville Agency and **George** became associated with the late **Earl Taylor**, who had launched his fair booking agency. For that office, **George**, assisted by **Mrs. Flint**, put out several girl bands for fairs. In 1927 he was made Chicago editor for **Zits**, amusement publication which long since has passed on, and he remained with it until 1930 when the demise of vaudeville caused the closing of the Chicago office.

His next prominent role in show business was in handling entertainment arrangements for several large balls at Chicago's **Drake** and **Stevens** hotels. One of these, incidentally, the **Artists' Ball**, marked the first nude appearance of **Sally Rand** as **Lady Godiva**. Another, the **Architects Ball** at the **Drake**, was called the **Latin Quarter Fete**, and it was from it that the **Streets of Paris** show at the **Century of Progress** was patterned.

In 1933, **George** shelved all other activities to produce girl shows at the **Century of Progress**. These units were the **Days of '49**, **Hollywood**, **Streets of Shanghai** and **Mexican Village**. Meanwhile, **Mrs. Flint** had charge of the costumes for the **Wings of a Century**, the big spec of the event.

Tours Paris Show

In the winter of 1933, **George** toured the **Streets of Paris** show for **McInerney** and **Horner** and in the winter of 1934 he took out his own road unit, titled **Stars From the Fair**. The following winter he joined the booking office of **Williams & Lee**, heading up sales in the Central States, leaving that office to join **Dwight Pepple** in the opening of a **Gus Sun** Agency office in Chicago. Shortly after joining **Pepple** in this office, **Pepple** left and **George** was placed in charge of the office and he continued in that capacity until **Sun** and **Boyle Woolfolk** consolidated their Chicago offices in 1938. In 1940, **Sun** and **Woolfolk** split, and **George** remained with **Woolfolk**, where he has continued ever since.

Over the years he has had a keen interest in editorial work, the spark having been kindled by his mother, a newspaperwoman for virtually all of her long life. (She died at the age of 82 after being on the payroll of the **Detroit News** for 57 years.) In addition to his stint with **Zits**, **George** also for a time substituted for vacationing **Billboard** staffers. He now edits the bulletins put out by the **Showmen's League of America**.

In addition to being a member of both those clubs, **George** also holds membership in the **Medinah Temple Shrine, Chicago**; the **Chicago Lodge No. 3, Loyal Order of Moose**; the **Boone (Ia.) BPOE**; **Chicago Chapter, Show Folks of America**; the **Michigan's Showmen's Association**, the **International Association of Showmen**, the **Century of Progress Association** and the **Atwell Luncheon Club**.

He has a son, **Otis**, who resides in **South Bend, Ind.**; a stepson, **Homer Briant**, **Boone, Ia.**, and three grandsons.

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for 40 years

THE LEADING PUNCHBOARD MANUFACTURER

QUALITY IDEAS SERVICE

THE MOST COMPLETE LINE OF BOARDS TO FIT EVERY NEED.

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Distributors of Coin-Operated Machines and Salesboards

BIG PROFITS "HOT" NEW TICKET DEAL

FREE SALES KIT

Salesman wanted in every town and community. Sell to clubs, cigar stores, pool halls, taverns, etc., or start a route. Free pocket sales kit. No investment. No experience necessary. 40% advance commission. BASEBALL—N. L. & A. L. with A. A. for subs. 120 tickets in individual compact boxes, \$12.00 per gr. net. Write today.

Worthmore Ticket Games 1825 S. Mich. Av., Dept. B-326, Chicago 16, Ill.

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IMMEDIATE DELIVERIES — 20% DEPOSIT			
Holes	Name	Profit	Price
1000	25¢ Charley	Def. \$50.00	\$.95
1440	5¢ Barrel Board	Def. 18.00	1.35
1440	10¢ Barrel, X Tk.	Def. 36.00	1.59
1800	5¢ Lulu Board, X Tk.	Def. 18.00	1.59
1000	25¢ Jack Pot Charley	Avr. \$52.08	\$.95
1000	25¢ J.P. Charley, X Tk.	Avr. 52.08	1.25
1000	10¢ Ready Money	Avr. 50.70	1.59
1200	25¢ J.P. Texas Charley	Avr. 102.28	1.59
600	25¢ Jumbo Q.T., X Tk.	Avr. 65.00	2.10
1020	25¢ Block Buster, X Tk.	Avr. 81.58	2.48
1200	5¢ Win-A-Flin	Avr. 34.40	2.49
1000	5¢ J.P. Asst. Boards	Avr. 29.00	2.59
NEW 9 TICKETS PER HOLE BOARDS			
200	25¢ Kwick Fin	Max. Avr. \$39.50	\$2.45
300	25¢ Lucky Fives	Max. Avr. 73.50	2.98
2170	5¢ Red Wh. Bl. Tkts.	Def. \$36.50	\$1.29
2170	Red, White, Blue 5 Fold	Def. 1.39	1.39
120	Tip Ticket Bks Gr.	\$18.75; Doz.	1.89

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn.

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Buy Direct From Manufacturer At Very, Very Reasonable Prices.

Columbia Sales Co.

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WANTED—SALESBOARDS

Will buy any quantity—any type Salesboards—

What have you to dispose of?

Write full details, listing name, quantity, price—

BELL SALES COMPANY

500 W. ST. CLAIR

CLEVELAND, OHIO

SALESBOARDS

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN" NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS. 10th year giving immediate delivery on finest boards.

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Play Color is a deal we now have, legal anywhere, no gambling allowed. They spend their money to see this patented cabinet operate. Tickets are 900 printed with a black, blue or yellow ball on them also 94 red ball tickets and 6 green ball tickets. Just conversation if you pay prizes on any of the tickets.

R. C. WALTERS MFG. CO.
4201 NORFOLK AVE. ST. LOUIS 10, MO.

a Winner...

"JUMBO AWARD"

A MERCHANDISE BOARD WITH CIGARETTE CONSOLATIONS
MAY ALSO BE HAD WITH CASH CONSOLATIONS

FORM No. 13141-C (CIGARETTE PAYOUT) Takes in \$90.00 P. O. (ave.) 40 packs PROFIT...\$76.51 (less cost of premium)

FORM No. 13141 (CASH PAYOUT) Takes in \$90.00 P. O. (ave.) 14.49 PROFIT...\$75.51 (less cost of prem.um)

HARLICH MFG. CO.

1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS

SALESBOARDS—All ORDERS Shipped Same Day Received

Holes	Play	Description	Def.	Profit	Price
400	5¢	Lucky Bucks, Thick	Def.	\$ 7.00	\$.75
1000	25¢	J.P. Charley, Thick	Avg.	61.95	1.40
1200	25¢	Texas Charley, Thick	Avg.	102.98	1.75
900	5¢	Fully Packed, Thick, Girl Board	Avg.	26.25	2.75
980	5¢	It's the Knots, Thick, Girl Board	Avg.	26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg.	26.00	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg.	25.00	2.75
1200	5¢	Pick a Cherry, Thick, Seat Board	Avg.	30.04	2.50
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg.	33.15	2.85
220	25¢	Kwik F'n. Giant Holes, 6 for 25¢	Avg.	28.75	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST.

Stating your requirements. Large stock Plain Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

GIVE TO THE DAMON RUNYON CANCER FUND

JAR TICKETS
RED, WHITE
AND BLUE
LUCKY SEVEN
BINGO TICKETS
on Slicks—Sizes
1000-1200-
1280

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter
Only advertisements of Used Machines accepted for publication in this column.
RATE—12c a Word Minimum \$2
Remittance in full must accompany all ads for publication in this column.
No charge accounts.
Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. ap23

CIGARETTE AND CIGAR VENDORS—USED bargains guaranteed; like new Nationals. Keiner Vendors Co., 3728 Division St., Chicago 51, Ill. np

CIGARETTE MACHINES BOUGHT, SOLD, REPAIRED; 25¢ conversions; parts, locks, mirrors for all machines; special Uneda 500's 9 col., quarter vending, \$100. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia, Pa.

CLEAN, REFINISHED KEENEY SUPER BELLS, 5¢/5¢, 25¢ cash payout, @ \$129.50; A.B.T. Challengers @ \$18.50; Mills Single Safe @ \$27.50. Porter Music Co., P.O. Box 6037, W. Asheville, N.C.

DELUXE PHOTOMATIC MACHINE—A-1 CONDITION, \$495. Omar Webb, Box 1437, Williamson, W. Va.

DIGGERS FOR SALE—USED EXHIBIT ROTARY Merchandisers, \$200 each; Exhibit Rotary Claw Merchandisers, \$150 each; Exhibit Merchandisers, \$69.50 each. Bronson Co., 426 W. Mulberry St., Baltimore 1, Md.

DIGGERS—ERIE DIGGERS, HAND OPERATED; Exhibit Iron Claws, Merchandisers, Buckleys, Mutoscope Astrology Machines, Exhibit Rotary Merchandisers. National, 4243 Sansom, Philadelphia, Pa.

EXHIBIT MERCHANTMEN DIGGERS, \$55; Mutoscope Movies, \$35; Mills Portable Drops, \$35; Mills Punching Bags, \$90; other machines. J. Frederick, 2263 Newton, Detroit 11, Mich.

FOR SALE—8 KING 2 COLUMN CANDY BAR Machines; 54 bar capacity; these are nearly new, perfect condition; \$20 each; \$150 lot; 1/3 deposit F.O.B. Roy Cullar, 612 So. 11th, Durant, Okla.

FOR SALE—10 HANDY CANDY VENDING Machines, 5¢ bars; cost \$495; sell \$400 cash; like new. Merlin Paulson, 163 West Ypsilanti, Pontiac, Mich.

FOR SALE—ARCADE AND POKEROLL; BEST locations in park, ready to operate; very reasonable; located in Maryland. Box C-255, Billboard, Cincinnati, Ohio.

FOR SALE—20 HAWKEYE POP'T CORN VENDORS, used 3 months, like new, \$60 each or \$1,000 for the lot; will trade for Bally Victory Specials or original Flipper Five Balls of equal value; what do you have? Ray Thraen, Tracy, Minn.

FOR SALE TO BEST OFFER—15 POPCORN "Sex" Machines, in perfect condition; will sell all or any number; make offer. Harris Enterprises, 3619 Atlantic Ave., Atlantic City, N. J. ap2

FREE STAMP MACHINE FOLDERS (WITH national advertising). Write L. Flatio, 17 West 60th St., New York City.

JUKE BOX ROUTE—14 JUKE BOXES (MOSTLY Seeburgs), 35 bar Boxes, 5 Speakers, 3 Pin Games; all on location and in good condition; excellent opportunity for one man operation; could easily build up route with pin games; located in Southeastern Ohio; priced at \$6,000 for quick sale. Write to Billboard, Box C-283, Cincinnati, Ohio.

KIRK GUESSING SCALES, MODEL K25, \$75 each; ready to put on location. Sullivan Sales Co., Salem, Ind. ap9

MARCH CLEARANCE—50 1¢ MODEL N Adams Gum Venders, \$12.50; 50 1¢ 6-column Adams, \$10; 50 1¢ 5-column Rowe Slick Gum, \$10; 25 5¢ Rowe Package Gum, \$12.50; 50 Northwestern Deluxes, \$15.95. Wanted: Du-Grenier W'n, 5¢ Silver King Nut. Cameo Vending, 432 W. 42nd, New York.

PHOTOMATICS—SOME READY FOR LOCATION, others need work. Raspbury, 112 Henry, River Rouge, Mich. ap2

RAY GUN OPERATORS—CONVERT WITH our new type extra moving target conversions; complete ray gun repair services. Write: Coin Amusement Games, Inc., 1127 E. 55th St., Chicago, Ill. ap2

ROLL TYPE STAMP MACHINES WANTED—State manufacturer, quantity, price. Box BB 1492, 221 W. 41 St., N. Y. ap2

ROUTE FOR SALE—IN PINAL COUNTY, ARIZONA; long established juke boxes and pinball route with 30 locations, 53 machines; good income; will sacrifice because of sickness for \$20,000 cash. Write to Mrs. E. B. Buscher, Box 275, Coolidge, Ark.

SALES—150 MILLS NOVELTY CANDY BAR Machines, 49 capacity; used; \$10 each. Write The Hospital Specialty Co., 1901 E. 66th St., Cleveland 3, Ohio. ap9

SCALES! SCALES! SCALES!—ALL TYPES large head Scales; real money makers for the better type locations; ideal for parks and arcades; also available for export; send sample your coin, we adjust to fit. Don Farr, "Scales Everywhere," Middletown, Pa.

SEEBURG RAYGUN AMPLIFIERS—EXPERTLY repaired, \$1.75, plus parts; parts for sale: 4 Flash Hockeys, \$75. Northside Vending, 2215 Arthur, Chicago. ap2

SHUFFLEBOARD—COIN OPERATED, ALMOST new, 9 ft. rebound, \$125; 30 Coradio coin operated radios at \$14.50 each; 5 Packard Round the World mirrored speakers at \$45 each. Ace Music Co., 544 NW. 5th Ave., Miami 36, Fla.

SPECIAL—OVERSTOCKED; YOU WIN, WE lose; 1948 Model 2A11 Advance Peanut Machines, \$10; 1948 5¢ Silver Kings, \$10; 1948 Porcelain Northwestern Ball Gums, \$10; 1948 Columbus Model M B.C., G, \$10; 10 of above, straight or mixed, filled with stock, \$100; one only filled, \$12; third with order, balance C.O.D., or 5% discount for remittance in full with order. T. O. Thomas Co., 1572 Jeff., Paducah, Ky.

USED 5 BALLS—NEVADA, \$35; MEXICO, \$25; Havana, \$20; Silver Streak, \$20; Marjorie, \$20; Melody, \$50; All Baba, \$135; Alice, \$135; Wisconsin, \$100; Morocco, \$150; Barrelina, \$100; Hawaii Roll-down, \$30; 1/3 deposit. Wisconsin Novelty Co., 3733 N. 7th St., Milwaukee, Wis. ap2

WANTED—EXHIBIT ROTARY MERCHANTISERS, pusher type. Rlatto Recreation Center, 1481 Broadway, New York City. ap2

USED SLOTS—5¢ VICTORY CHIEF, \$35; 10¢ Club Chief with lights, \$150; 10¢ Chrome Front, \$65; 10¢ Cherry Bell, \$60; 10¢ Brown Front, \$45; 5¢ Mills Extraordinary, \$30; 25¢ Mills Black Front, \$50; 10¢ Black Cherry, \$75; 5-10-25¢ Buckley Criss Cross, \$165 each; 3 1/2 Grip Scales and 1 1/2 Scale, \$20; good condition. Frank Guerrini, Burnham, Pa. Telephone 5726. ap3

WANTED—EXHIBIT JUMBO STREAMLINERS; state price and condition. Bronson Co., 426 W. Mulberry St., Baltimore 1, Md.

WILL TRADE FIVE LONGACRES FOR FIVE Columbia D.J.P. or Mairies. ABC Novelty Co., 2509 S. Presa St., San Antonio, Tex.

3 POP-UPS, AS IS, \$5 EACH; STATE FAIR w/c \$12; Superscore w/c \$12. Penny Scales, Box 1784, Louisville, Ky.

8 EXHIBIT MERCHANTMEN DIGGERS, ROLL Chutes, \$75 each; 1/3 deposit. Herb Everschor, 1182 North High, Columbus, Ohio.

IT'S NEW!...IT'S WONDERFUL!

ANOTHER "ALYN SPECIAL"



"MAGNA-GRIP" MAGNETIC KNIFE RACK

It's irresistible to men and women both. A guaranteed permanently magnetized wall plate with a 5-piece set of Kuimaster Cutlery.

Complete for Only \$5.95

In dozen lots (\$6.25 single sample order)

"MAGNA-GRIP" holds knives and utensils like magic... just touch 'em to the "MAGNA-GRIP" surface and they STAY PUT. This is the IDEAL PRIZE for one-shot, grand prize or tip board. Be first with this terrific feature! 25% deposit, balance C.O.D.

ALYN DIST. CO.
415 W. MARKET ST.
AKRON, OHIO



FOR FAST JAR PLAY TRY DRAW A CARD

Operator Prices

Write for Circular
CROWN PRODUCTS

Box 802
South Bend, Ind.

Supply Costs Beginning To Drop

Maryland Solons Study Favorable Bell Legislation

ANNAPOLIS, Md., March 19.—A bill to legalize coin machine payouts in Charles County advanced to its third Senate reading and subsequent roll call when amendments to the original measure, introduced February 28, were adopted last week by a special committee headed by Sen. James B. Monroe (Republican) of Charles County, the bill's author.

Known as Senate Bill 295, it provides for a referendum by Charles County voters at a special election to be held June 21, before its provisions could become operable. If passed by both houses of the Legislature and subsequently approved by the voters, the operable date would be July 1, tho the effective date of the act is June 1.

Fines are provided for persons permitting players under the age of 16 to operate the machines.

The bill would permit the "... keeping, maintenance, operation or distribution for operation ... of any (See *Maryland Solons on page 110*)

Novelty Games In Springfield Bars Get Okay

SPRINGFIELD, Mass., March 19.—William A. McBride, chairman of the city's license commission, has declared that the pinball machines installed in Springfield licensed liquor establishments are not considered as gambling devices if no "free plays" are allowed. In addition, he pointed out, no complaints against the machines in any of the Springfield establishments have been received by the license commission during the past year.

These comments were made by McBride in a communication received from the Massachusetts ABC Board relative to bell machines or pinball machines which furnish anything besides merchandise of a quantity or quality commensurate with the price deposited.

Devices where free plays are permitted or prizes offered are considered as gambling devices, and as such, barred by law. About a year (See *NOVELTY GAMES, page 109*)

Meters Help Fund

CARROLLTON, Ga., March 19.—Parking meters here, in addition to offering their usual service to shoppers and business firms, are working on the March of Dimes campaign.

With the co-operation of the city council, Harry Bickford, local chairman for the fund, is asking the populace to drop dimes in the meters in addition to their regular parking fees of from 1 to 5 cents. The meters register only pennies and nickels but any dimes going thru the meters reach the coin box. Policemen who collect the receipts turn all dimes over to the March of Dimes chairman.

Practice Bowler

NEW YORK, March 19.—Bowlers waiting their turn for an alley at the Roxy Bowling Center, popular Times Square club, are trying their skill on Elco-Bowl, coin-operated bowling game installed there last week. Play, at a dime per person, is heavy, as teams engage in informal competition on the scaled-down game before more serious play on the large alleys. The game's location next to the club's bar also seems to help.

Meanwhile Ken Wilson, who heads up Elco-Bowl sales for the Electric Boat Company, reported that limited deliveries will begin by the end of this month. Quantity shipments will start moving to operators in June.

Monarch Places New Scoreboard In Production

CHICAGO, March 19.—Monarch Shuffleboard, Inc., is in full production on a new type coin-operated electric scoreboard which registers both frames and points, according to Roy Bazelon, president.

As in its other types of scoreboards, latest model registers up to 15 points when two play and 21 points when four players are involved. In addition to this type of scoring, new unit registers up to eight frames for two players and 12 frames for foursomes. End of game is determined by whether point or maximum frame total is registered first. New Monarch scoreboard has a National slug rejector and its coin box holds up to \$200. The new unit is available in a center overhead model for all makes of shuffleboards and also may be had in wall table models. Latter unit has chrome tube stands with rubber bottom. Immediate delivery can be made on the frame and point scoreboards, according to Bazelon.

Monarch expects to begin deliveries on its eight-foot rebound board called (See *Monarch Scoreboard, page 109*)

Four Associations, Distributors, Suppliers, Operators Join CMI

CHICAGO, March 19.—The Coin Machine Institute (CMI) in recent weeks has added four associations, eight suppliers and 20 operators and distributors to its membership rolls.

New association members are Iowa Automatic Music Operators' Association, North Dakota Music Operators' Association, Oklahoma Coin Machine Association and the Illinois Amusement Association. Latter's entire membership, as well as the association itself, are now members of CMI.

Suppliers added to the membership rolls of the Institute include: Electrical Windings, Inc.; Alexander Distributing Co., Master Screw Products Co., Hamilton Glass Co., Inc.; Hoover Ball and Bearing Co., and Spaulding Fibre Co., Inc., all of Chicago. Other supplier-members signed are the Motorsearch Co., Racine, Wis., and Lenc-Smith Manufacturing Co., Mil-

Steel Production Booming; Lower Lead Price; Copper Availability Aiding Mfrs.

Continued Reductions To Hasten Equipment \$\$ Cuts

CHICAGO, March 19.—With steel production roaring ahead at an unprecedented pace, the price of lead dropping twice in one week and the possibility that the zinc price has reached its peak and will soon level off, operators were speculating this week as to when other materials necessary for coin machines would drop and leave the way open for lower equipment prices.

For the coin machine manufacturer, as well as other metal users, the reduction in the price of lead and the weakening demand for copper would mean a steady flow of essential materials this year and lower operating costs.

Lead, used primarily in coin ma-

chine assembly wherever soldering is necessary, dropped from 21½ to 19½ cents a pound a week ago, followed by a second decline, to 18 cents Monday (14). Actually, this drop is a far cry from the 5 cents per pound days of 10 years ago but considering it is the first drop in a decade, marked by steady advancing prices in both the ferrous and non-ferrous metals, it may lead to decline in other metal prices.

Naturally the lead price cut was based on a slackening in demand and availability of the metal. Dealers in other essential metals report that aluminum is now plentiful, tin, which is imported, still tight but improving in supply, while zinc supply and demand are approaching equality.

The steel grey market is a thing of the past and the expensive conversion deals, in which a manufacturer who needs steel has to buy ingots from one producer, transport them to another mill for finishing and then pay cost of transportation back to his own plant, are disappearing and, with indicated 1949 steel production, will soon vanish.

Most non-steel metals dealers expect the general market to level off in the next few months after which they expect lower prices to prevail. If this takes place and other essentials for coin equipment production drop, it may lead to lower prices to operators. Manufacturers have been urged to cut equipment prices in recent months, but until the supply prices started to drop, it appeared to be impossible.

V. Shay 30 Yrs. In Coin Field

CHICAGO, March 19.—Vince Shay, Bell-o-Matic president, will celebrate his 30th anniversary in the coin



VINCE SHAY

machine field April 1, a day which also marks the third year of the formation of the Bell-o-Matic Corporation, national distributor of Mills (See *V. SHAY on page 110*)

NYC Ops Mull License Delay On Coin Games

NEW YORK, March 19.—Coinmen applying for 1949 "common show" licenses to operate amusement equipment as the new license period began Wednesday (16) were turned away by license department officials with word that their applications were under consideration and would be acted upon soon.

Department officials declared that no approved games would be molested in the interim period before licenses were issued. At license headquarters officials stated that no special significance should be attached to the delay, that it was routine to allow time for other city departments to file reports on lo- (See *NYC OPC on page 109*)

waukee. Operators and distributors signed are Martin Distributing Co., San Antonio; Indiana Sports, Inc., Hammond, Ind.; Chattanooga Coin Machine Co., Alaska Amusement Co., Los Angeles; Duncan Amusement Co., Valparaiso, Fla.; Square Deal Amusement Co., Popestone, Minn.; Fred Erisman, Longview, Tex.; Carl Schumacher, St. Cloud, Minn.; Amusement Machine Co., Denver; C. & R. Music Co., Beckley, W. Va.; United Distributors, Inc., Wichita, Kan.; Rice Music Co., Oklahoma City; Palace Amusement Co., Wellsburg, W. Va.; S. & M. Amusement Co., Shawnee, Okla.; B & M Amusement Co., Oklahoma City; Lawton Novelty Co., Lawton, Okla.; Boyle Amusement Co., Oklahoma City; Martin's Automatic Music Co., Pawhuska, Okla.; Musical Sales Co., Lawton, and Pacific Music Co., Portland, Ore.

PEANUT PRICE PEG STICKS

Nut Cost Up As Ball Gum, Candy Drops

Ops Vending Mixtures

CHICAGO, March 19.—Cost-conscious operators, closely watching the price skid in the candy field and the static stick and ball gum market, are now turning a speculative eye upon the peanut price picture. And with the majority of operators maintaining a sizable number of bulk units on their routes, the cost of peanuts is a vital factor in an over-all operation. Unlike the unchanged price level of stick gum (55 cents per 100-stick or 20-pack box) and the 3 to 5-cent cut in ball gum prices late last year, peanut costs have increased, on the average, 1 cent per pound within the past several months. There is a limit, operators contend, to reductions in the size of penny portions. These have now reached a point where they cannot be safely reduced further, thus eliminating the previous "measure of control" over nut supply costs that compensated for previous price hikes.

Leading peanut wholesalers and brokers here told *The Billboard* this week that the general nut price "was very unlikely" to follow the downward trend of other commodities. They stressed that two things were almost certain, price-wise, on the peanut front: (1) The present 27-cent average per pound price for Virginia blanched jumbos (26 cents (See Peanut Price Peg on page 105)

Video Vender

NEW YORK, March 19.—The penny gum vender took a starring role in a television skit presented last week by Sid Ceasar on the *Admiral Broadway Review* video show originating here. Emulating the action of a gum machine in the New York subway, Ceasar titled his skit *Don't Be Mean to a Penny Gum Machine*.

Lending a realistic touch to the act, he took the part of the vender, emitting appropriate clicks when delivering a stick of gum; thruout the routine he voiced the "thoughts" of the machine as it stood on location. Climax occurred when servicemen entered the subway platform and filled other venders, ignoring him until last, with the result that a customer deposited a penny after his last stick of gum had been vended.

Keeney Names New Distributors

CHICAGO, March 19. — J. H. Keeney & Company has announced the appointment of two new distributors for its electric cigarette vender. Firms are Automatic Coin Machine & Supply Company, Chicago, for Western Illinois, Iowa, Nebraska, and Western Missouri, and Lindell Sales & Distributing Corporation, St. Louis, covering Southern Illinois and Eastern Missouri.

Lindell Sales celebrated its grand opening last week, upon completing its move into new quarters.

Pennsy Senators Give Okay To Soft Drink Tax Renewal

HARRISBURG, Pa., March 19.—Despite a last-ditch fight by organized bottlers and sirup manufacturers, a bill to re-enact Pennsylvania's controversial soft drink tax for another two years passed the State Senate by a vote of 36 to 14 during a midnight session Tuesday (15).

Earlier the bill had squeaked thru the House only with Democratic help, after 18 Republicans—enough to defeat the proposal on party lines—voted against the measure. In the Senate one Republican, George N. Wade, of Camp Hill, voted for the bill. Two Democrats, Guy A. Leader, of York, and Joseph M. Barr, of Pittsburgh, voted against it.

The tax is levied at the rate of 1 cent on each 12 ounces of bottled soft drink and one-half cent on each ounce of fountain sirup.

Carbonated water and simple sirup were removed from the bill in the House, and the Senate let this modification stand, but it was said that a separate bill would be put thru the Assembly to reinstate these taxes.

Title Defective

The State attorney general reportedly told legislative leaders that the title of the soft drink tax bill is defective, and subsequent legislation is expected to be passed to correct this defect. Senate leaders were fearful of making any changes in the measure itself because then it would have to have been returned to the House, which almost defeated it a few weeks earlier.

Among the separate amendments is a proposed increase from 8 to 10 per cent for breakage when crown tax

stamps are purchased.

Sen. John H. Dent, minority floor leader, spearheaded the Democratic opposition to both controversial tax bills. Senator Dent told the Senate before the gas levy vote that expensive super roads can be paid for only by tolls and predicted that the present program would eventually result in a "7 or 8-cent gasoline tax" to pay for maintenance of the huge improvements now under construction or planned.

Predict Revenue

Dent predicted that revenue would be only "\$18,000,000 in the next two years," while the administration plans further bills in conjunction with the soft drink levy to bring the (See Pennsy Senators on page 107)

FTC Revises Its Blanket Charges Vs. Some Mfrs.

WASHINGTON, March 19.—Federal Trade Commission (FTC) this week backed down further in blanket discrimination charges filed against 34 candy manufacturers. The charge of payment of unlawful brokerage fees levied against the Sperry Candy Company, Milwaukee, was dropped, presumably for lack of evidence. Allegations that Melster Candies, Cambridge, Wis., violated the Robinson-Patman Act were reduced to three counts instead of four. What FTC called "minor changes" were made in allegations concerning details of the business operations of Kerr's Butter Scotch, Jamesburg, N. J.

In early January FTC dropped brokerage violation counts against Hollywood Brands, Centralia, Ill., and M. J. Holloway & Company, Chicago. At the same time, FTC dismissed charges of unjustified service and facility differentials filed against Switzer Licorice Company, St. Louis.

Chief count still remaining against all 34 confectionery manufacturers is FTC's allegation that they sold goods at cheaper prices to large buyers than they did to small ones.

N. Y. Corp. Plans 25c Perfume Pack For Sale Via Venders

NEW YORK, March 19.—The sale of a 25-cent perfume pack thru venders may soon provide operators with a new source of revenue if current plans of the 44 Trinity Place Corporation are realized.

The chemical division of the research and consulting firm, located here, has developed a process for producing perfumes, said to provide accurate duplications of well-known French products. And delivery to retail and vending organizations can be made at a price permitting a fair profit at the quarter tab, according to Dr. W. Phillips, director of research.

The perfume will be packaged in one-fourth-ounce bottles in decorative cartons slightly smaller than cigarette packs. Dr. Phillips, who formerly was chief perfumer for the Lehn & Fink Products Corporation, stated that deliveries of the new perfume are to begin in three weeks. Altho only one fragrance is to (See N. Y. Corp. Plans on page 107)

300 Cup Units for NY Subway

Board Sets Up Plan To Award Op Contracts

Firms Bid for Locations

NEW YORK, March 19.—At least 300 cup venders will be installed in city subway stations under long-term contract provisions, it was learned here this week as the Board of Transportation announced specifications on which firms will be invited to bid for operating privileges.

Two basic plans were disclosed by the board for awarding contracts. One would break up the city into six geographical areas, each calling for a minimum of 50 machines, while the other would consider bids for operating rights thruout the whole subway system. Firm awarded the contract under the latter plan would have to place at least 300 cup venders.

It was announced that operators may bid for one or more of the contracts, with the final choice of the plan to be adopted left to the discretion of the board. Contracts are to run for a period of three years.

In accordance with city regulations, the board will hold an open hearing prior to the solicitation of bids. At the hearing, scheduled for March 28 (See 300 Cup Units on page 107)

Coin 'Scope Firm Details Operation

CHICAGO, March 19.—Operating details on coin telescopes, the subject of a feature story in the March issue of *Vend*, revealed that the average weekly gross of such units (figured on summer operation in most sections of the country) was \$25, with location commission ranging from 25 to 30 per cent.

Figures were given by A. A. Stiger, head of Electronic Devices, Inc., Chicago, which manufactures and operates coin telescopes. Firm's unit, the Terrestroscope, also is offered to operators thru distributors, listing for \$790. A recently introduced companion unit, a coin-operated binocular which is also set for dime operation, may soon be made available to independent operators. This unit was purchased from the Hi-Power Viewer Corporation, Darien, Conn., which manufactured it for the past 12 years, Stiger declared. Both coin-viewing devices feature a package coin unit, allowing immediate replacement on location by removing two screws.

Electronic Devices, introducing its telescope last summer with installation at the Chicago Railroad Fair, reported that the 15 units there returned a near record for this type of equipment during the 30-day period from August 7 to September 5, when \$6,948.80 was grossed. Stiger states that when the fair reopens this summer, 30 telescopes will be placed along the lake front.

Minn. Candy, Cig Venders Face New Tax

10% Gross Earnings Levy

ST. PAUL, March 19.—A 10 per cent gross earnings tax on all receipts of cigarette and candy vending machines is proposed in a bill introduced in the Minnesota House of Representatives. Authors of the measure, Reps. Al Otto, St. Paul, and Fred W. Schwanke, Deerwood, said the bill is patterned after the Michigan State law which, they claim, brings in \$1,000,000 annually to that State's treasury.

The proposal is the second in a week aimed at the vending machine industry. Earlier, Sen. Karl G. Neumeier, of Stillwater, introduced a bill placing a 1-cent stamp tax on all soft drinks sold by bottle and cup venders as well as putting a \$10 State license on all vending machines.

\$1 Annual Tax

The Otto-Schwanke proposal would license cigarette and candy machines at the rate of \$1 per machine annually, the permits to expire June 30 of each year. The measure, if enacted, would become effective July 1. Under the provisions of the measure, the actual cost of merchandise (See New Minn. Tax on page 105)

Mars Announces Price Policy; No Reductions

CHICAGO, March 19.—Mars, Inc., has "no intention of reducing the price" on its 80-cent 24-count bar goods, H. H. Hoben, executive vice-president and general manager, declared last week. The \$1.50 price on firm's dime bars will also hold, he said.

Countering the lower-price moves by the majority of bar manufacturers, Mars has been increasing the weight of its bars and adding more chocolate. Hoben stated that firm's price stand was taken because it was believed that it would further the interests of the industry, the retailer and the jobber by making available (to the consumer) the "best and largest candy bars possible."

Cig Wholesaler Hits New Ga. Price Law as Unfair to Retailers

ATLANTA, March 19.—Georgia's new minimum price law on cigarettes, enacted three weeks ago, was attacked as being unfair to retailers this week by Abner Lichtenstein, a wholesaler, who stands to benefit by the measure.

Urging his 4,000 retailer customers to back him in opposing the law, Lichtenstein declared that it gives wholesalers too large a profit in comparison with retailers; requires chain stores to take both wholesale and retail profits, and that it protects inefficient wholesalers.

In letters to his customers, Lichtenstein also pointed out that under the new law a wholesaler makes 11 3/4 cents profit per carton; a retailer makes 15 cents, and a chain store retailer makes 26 3/4 cents.

Set Unfair Trade Cig Bill for Mich. House

LANSING, Mich., March 19.—A bill to prohibit unfair practices in the sale of cigarettes was ready for a final vote in the House this week. Measure, requiring merchants to sell cigarettes for at least 6 per cent over their wholesale price, was advanced after a lengthy debate over price controls of various types. It would also set minimum prices for wholesalers.

Rep. Lewis Christman, Ann Arbor, author of the bill, advocated its enactment to protect the small merchant against competition of big outlets that can afford to sell items below cost as leaders.

New Rhodes Products

HARTFORD, Conn., March 19.—M. H. Rhodes, Inc., of Hartford, manufacturer of parking meters, has announced a number of new developments in timing products.

Recent developments include a new model parking meter designed to provide greater protection against damage due to weather and vandalism and to simplify maintenance.

A new Rhodes bell switch is being widely used, the company says, for soup kitchens installed at quick-lunch counters. This bell switch shuts off the electric hot-cup and simultaneously sounds a bell signal when the soup is ready.

Propose Philly Drink Tax

HARRISBURG, Pa., March 19.—Legislation to provide for special city health department licenses—at \$50 a year—for all soft drink manufacturers and bottlers in Philadelphia, has been introduced in the General Assembly by Rep. Benjamin S. Altshuler. The proposal, House Bill 1167, has been referred to committee.

A MONEY-MAKER ON EVERY LOCATION!

Northwestern

DUAL VENDER

1c AND 5c

OR

5c AND 10c

Less Than 25

\$45.00

Less Than 100

\$44.50

100 or More

\$44.00

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NORTHWESTERN SALES & SERVICE CO.

Authorized Northwestern Distributor

4105 16th Ave. Brooklyn 4, N. Y.

Phone: Gedney 8-3600



THE NEW REVOLUTIONARY NORTHWESTERN MODEL 49 FEATURING TRANSFER REFILL

Cuts Service Time in Half.

\$17.55

SAMPLE

Write for Quantity Discount.

Other Popular Northwestern Vendors \$10.35 and Up

Contact us for

- BULK MACHINE CHARMS
- MERCHANDISE
- BALL GUM

Parts and Supplies 1c-5c and Foreign Coins.

Write for Circulars and Price List.

BADGER SALES CO., Inc.

2251 W. Pico Blvd. Los Angeles 6, Calif.



WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE, GAMES, ETC.

BUBBLE BALL GUM

- 140 or 170 Size Crown Jack Brand with Colored Centers 25-lb Carton \$ 6.85
- 100 lbs. or more 21.90
- Miniature Pen Knives, 5 Gross 5.95
- Gold Plated "Georgie" Pins, 1 Gross 3.95
- Gold Plated Bracelets in Capsules, 100 5.95
- Silver Wedding Rings, 1000 5.50
- Gold Wedding Rings, 1000 8.95
- Cameo Rings, 1 Gross 2.50
- Sassy Wise Orack Buttons, 1000 6.50
- Gold Plated Basketballs, 1 Gross 3.75

NEW COUNTER GAMES

- Buddy, \$19.50
- Hunter 1c, \$45.00
- Target Kings, 1c, \$45.00
- Electric Shockers, \$18.75
- Exhibit Card Vendors, \$19.50

PARKWAY MACHINE CORP

623 W. North Ave. Baltimore 17, Md.

Manufacturer of HIGHEST QUALITY CHEWING GUM

BALL GUM
BUBBLE GUM
BUBBLE BASE

SOLICITS INQUIRIES FROM QUANTITY BUYERS ONLY

BARKER BRANDS, Inc.

SEA BRIGHT, N. J.

TISH-U-VEND

The new, BIG-CAPACITY Vender for Kleenex® Pocket-Pack Tissues IS ON THE WAY

*T. M. Reg. U. S. Pat. Off. I. C. P. Co.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS. Write today for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC. **BECKER VENDING SERVICE - BRILLIANT - WILSON, N.J.**

GIVE TO THE RUNYON CANCER FUND

PAYS 50% to 200% PROFIT

THE GREATEST MONEY MAKING SCALE ON THE MARKET, AND 100 PER CENT AUTOMATIC NO KNOBS OR HANDLES TO TURN—THE COIN DOES ALL THE WORK



Gets locations and holds them. A fortune or character reading with each weight, and a slot for each month of the year.

WRITE OR WIRE TODAY FOR DETAILS

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W.

Washington 7, D. C.

Cable Address: "AMSCA"

OPERATORS EVERYWHERE AGREE—

FALCON'S SHOE SHINER

TOPS THE FIELD

BECAUSE:

- Extremely Low Price
- No Depreciation
- No Obsolescence
- No Service
- No Upkeep
- Beautiful Appearance
- Finest Quality Material
- Efficient Design

An Established Product

A Proven Money Maker



FOR DETAILS AND DEMONSTRATION

WRITE TODAY

FALCON COMPANY

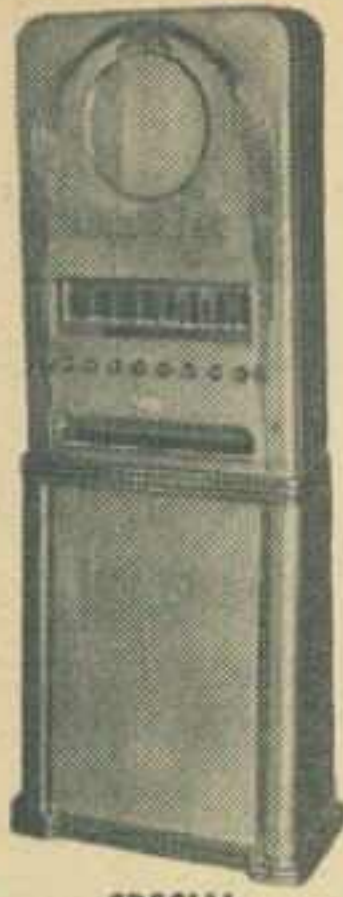
MANUFACTURERS

5676 Twelfth St.

Detroit



ATTENTION—25c & 30c CONVERSIONS
 Silver, Quarter or combination Nickel-Dime conversions. Guaranteed Parts. Expert Workmanship. \$8.50 for Silver Quarter conversions.
ALSO 30c CONVERSIONS FOR ALL MODELS



CIGARETTE MACHINES

- NEW NATIONAL 9E \$275.00
- NEW ROWE Crusader, 8 and 10 Col. . 165.00
- NEW UNEEDA 8 Cols. 510 Pack Cap. 139.50
- National 9-50, 350 Pack Cap. 90.00
- National 9-30, 270 Pack Cap. 75.00
- National, 6 Col., 180 Pack Cap. 32.50
- Rowe President, 10 Col., 475 Pack Cap. 125.00
- Rowe Royal, 10 Col., 400 Pack Cap. . 100.00
- Rowe Royal, 8 Col., 320 Pack Cap. . . 85.00
- Rowe, 6 Col. 150 Pack Cap 35.00
- Uneeda Model 500, 9 Col. 115.00
- Uneeda Model E, 15 Col., 350 Pack Cap. 62.50
- Uneeda Model E, 8 Col., 240 Pack Cap. 57.50
- DuGrenier 9 Cols. Model W 270 Pack Cap. 62.50
- Special! 4 Col. VENDOR, 80 Pack Cap. 20.00

CANDY MACHINES

SPECIAL \$65.00
 Candyman, 72 Bar Capacity with enclosed base.

- National 9-18 \$100.00
- U-NEED-A-PAK 75.00
- U-Select-It 35.00
- Advance Candy Machines 27.50
- Shipman Candy Vendor 22.50
- 5c & 1c GUM VENDORS 17.85

SPECIAL
 Rowe Imperial, 8 col. Cigarette Machine
 240 Pack Cap. **\$70.00**
 6 Col., 180 Pack Cap. **60.00**

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
 Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET Evergreen 7-4368 BROOKLYN 11, NEW YORK

SPECIAL! REFINISHED—READY FOR LOCATION
 20 JR. STONER 6 COL. CANDY MACHINES..... **\$72.50** Ea.



BRAND NEW HOT NUT MACHINES

Dispenses all types of bulk merchandise for 5c, including cashews, pistachios, almonds, etc. A Real Value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.

\$10.00 Lots of 10 or More.
\$11.50 Lots of 5
\$12.50 Sample

15 MINIT POP MACHINES—Automatic Pop Corn Machine
 1/3 Deposit, Balance C. O. D.—Write for Our Catalog.



VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE

Non-Coin Operated
OPERATOR MAKES \$4.20 Per Week
 On Sale of 2 Lbs.

WRITE FOR DETAILS
YOU COLLECT PROFIT IN ADVANCE
 \$225.00 EA.

VEEDCO SALES COMPANY

2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

Brand New "CHARM KING" Ball Gum + Charms = \$\$\$

The Kids Really go for THIS one because it DISPENSES BOTH GUM AND CHARMS!



Only \$13.95*
 F.O.B. Aurora, Ill.

All kids go for Gum Balls. And they go for Charms. So here is a dispenser that gives them both for a single coin. This combination, double-barreled machine keeps the money pouring in when run-of-mine dispensers no longer attract attention. It's a winner any time, anywhere. Big demand predicted, so order now for immediate delivery.

*Others as low as \$10.55 in quantities. "Hot Nut", Nut and Ball Gum Venders 1c, 5c; 2 for 1c. U.S. and Foreign Coins.

... and Here's ANOTHER WINNER! The New "HUNTER" Nets up to 75c of EVERY DOLLAR You Take in!

"A real money-maker from the moment you install it!" That's what operators say about the new "Hunter". But that's not all. Look at these two features. 1. No coin return. 2. No gum dispensed unless the player wants it. That's why many report a net of 75c out of every \$1 the "Hunter" takes in. Can you beat that for a "Gold Mine"? Order now through your jobber or write for illustrated literature.

SILVER-KING CORP. 622 Diversoy Parkway CHICAGO 14, ILLINOIS



Only \$45.00
 F.O.B. Aurora

ALL SILVER KING MODELS

Recommended and sold on Time Payment. 20 weeks to pay.

Write for details.

ROY TORR, Lansdowne, Pa.

GIVE TO THE DAMON RUNYON CANCER FUND

N. England Bar Makers Holding Size; Cut Price

BOSTON, March 19. — The \$64 question of who is going to be first to make a bigger 5-cent bar in the confectionery industry is going unanswered here. New England Confectionery Company (NECC), one of the biggest makers of bar goods for vending machine ops, announced it would hold its price drop of 72 cents and 75 cents, but could not make bigger bars because it was passing the profit percentage on to ops and jobbers. Edgar P. Lewis Sons and Walter Baker, bar goods producers here, indicated it was impossible for them at present to make bigger bars.

Confectionery business, from the manufacturing end, took a surprise spurt in the face of dire predictions and the 21 manufacturers (20 in Massachusetts, 1 in Connecticut) affiliated with the New England Manufacturing Confectioners' Association (NEMCA) came up with a 1.3 per cent increase for January over last year. Walter R. Guild, managing director of the association, said volume sales for January, 1949, were: \$4,668,000, and for January, 1948, \$4,610,573. This surprised everybody in the industry. On the basis of this and incomplete returns for February, Guild believes the industry can look forward to a good candy business for the next three months.

NCWA Elects New State Councilmen

CHICAGO, March 19.—Election results have been announced in several States, following by-mail balloting, for the office of National Candy Wholesalers Association (NCWA) State Councilman. Last month, sixteen new State councilmen were announced as having been elected without opposition. The announcement of the conclusion of the elections in other States now brings the total to 27.

Other election results will be announced soon, and in States where vacancies exist, the officials will be appointed. Following is the list of those recently elected:

New York—Walter Bates, Wald-Bates Candy Company, Utica; Pennsylvania—William E. Lykens, Bone-Eagle & Company, Reading; Maryland—Charles Pyle, McDowell, Pyle & Company, Inc., Baltimore; Kentucky—Louis Davis, Louis J. Davis Candy Company, Louisville.

Mississippi—Bob Lambert, Lambert-Emmerich, Jackson; Tennessee—P. C. Rhea, Rhea Wholesale Company, Dyersburg; Iowa—Sam M. Kiser, Capital Tobacco Corporation, Charles City; Minnesota—Lyle Caughy, Bemidji Candy Company, Bemidji; North Dakota—Glen Miner, Lystad & Redick, Devils Lake; Kansas—Gene Green, Gene Green Wholesale Company, Olathe; Indiana—R. H. Lewis, Indiana Candy Company, New Albany.

Exempt Stamp Venders From Arkansas Service Unit Tax

LITTLE ROCK, March 19.—Governor McMath has signed a bill here, part of which exempts United States postage stamp venders from an annual license fee now charged on all other types of service venders in the State. Act 252 covers the new exemption.

Diamond Match Sales Record

NEW YORK, March 19.—Diamond Match Company reported this week that its 1948 sales reached an all-time high, with a net of \$78,537,401. Figure represents an increase of 16 per cent over the previous high of \$67,562,338 in 1947.

ALL PURPOSE VENDER



VICTOR DELUXE UNIVERSAL

5/8 140 Count COLORED BUBBLE BALL GUM 25 lb. cartons 26c LB.

(Prepaid in lots of 100 lbs. or more) FULL CASH WITH ORDER.

PISTACHIOS 25 lb. Carton Large 74c lb. Small 49c lb. Full Cash With Order.

Plastic Charms \$2.75 Per 1000 Spanish Peanuts 80 Lb. Carton \$6.90

1c Model **\$14.95** Ea.

5c Model **\$15.45** Ea.

Write for details on

SPECIAL INTRODUCTORY OFFER OF MONEY-MAKING "HUNTER" MACHINES

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.

Orders Under \$10.00, Money in Full.

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y. 481 BACMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992

SPECIAL AT A LOW, LOW PRICE



NOVELTY CARD VENDOR

Brand New in Original Cartons. Original Price \$29.50.

CLOSEOUT \$12.50 PRICE

Capacity 500 cards . . . 250 cards in each column. A steady money maker. Exhibit Cards—all series—\$4.00 per M.

1/2 With Order—Balance C. O. D.

J. SCHOENBACH

Distributor of Advance Vending Machines

1647 Bedford Ave. Brooklyn 25, N. Y.

HI-HO No. 2 CHARMS

\$3.25 PER BAG Prepaid

1,000 in a bag. Positively No Samples at This Price Prepaid.

Northern California Distributor ACORN Bulk Merchandise VENDOR.

Write: E. LaRue, Sales Mgr LEON "HI-HO" SILVER 540-542 Hayes St. San Francisco, Calif.

WANTED

Bradley Model B Soft Drink Dispensers

Your price will be considered ad price of crated machine ready for shipment.

BOX A 20, c/o The Billboard, 6000 Sunset Blvd. Hollywood 28, Calif.

Headquarters for Advance 21-F Machines

Factory Distributor **J. SCHOENBACH**

1647 Bedford Ave. Brooklyn 25, N. Y.

HEADQUARTERS for VENDORS AND CONCESSIONERS

30 lb. carton salted Spanish Peanuts 21 1/2¢ per lb.
30 lb. carton salted Virginia Peanuts 27 1/2¢ per lb.
25 lb. carton salted Almonds (vending) 50¢ per lb.
25 lb. carton salted Cashews (vending) 62¢ per lb.

Raw and Roasted Peanuts in the Shell

Salted in the Shell, Bulk and 10c Packages

Granulated Peanuts for Drumsticks, etc.

5c Salted Peanuts (Bags) for Vendors

Send for Our Price List

Write Dept. "V"

at nearest plant

All Prices F.O.B. Plants

CASH WITH ALL ORDERS PLEASE PEANUT PRODUCTS COMPANY

Des Moines, Ia.—Omaha, Neb.

INDIANA NUT COMPANY

Indianapolis, Indiana

DIVISIONS PEANUT CORPORATION OF AMERICA

Authorized Distributors for Northwestern Vending Machines.

Send for Free Literature.

Peanut Price Peg Sticks; Candy, Ball Gum Cost Dips

(Continued from page 102)

for Virginia mediums) and 21 cents per pound for Spanish would remain unchanged during coming months or, (2) they would be increased.

While the smaller Spanish peanuts are holding at 21 and 22 cents per pound (not being affected by the 1-cent hike) the Virginia blanched jumbos and mediums (the most desirable type) are now going for 26 to 29 cents a pound. Wholesalers see no indication of a reverse trend in prices, pointing to the government's hypoed export program on peanuts, its peanut subsidy, the vastly increased postwar use of peanut oil commercially and the candy industry's greater demand for the nuts as factors holding up, and increasing, peanut prices.

Several wholesalers reported that operator purchases of all types of peanuts are down from 20 to 35 per cent from the average annual level a year or two ago. Most wholesalers, however, declared that peanut purchases for vendors were on a par with 1948 levels. One of the largest Midwestern firms, Peanut Specialty Company, was in this group, its officials stating that its operator customers were holding to a steady order level.

Mixtures

From the operator's viewpoint the unfavorable peanut price level appeared to be a "thorn in today's adjust" or profit margin" picture. Future increases of nut price would necessitate abandoning vending of straight Virginia jumbos (smaller-portion adjustments are not considered practical) or a greater percentage of Spanish peanuts in usual 50-50 Virginia-

Spanish mixtures. Latter, now a common practice, developed with the rise in nut prices as a means of preventing too-small portions. Some operators report using an alternate mix of 50 per cent Virginia mediums, 25 per cent Spanish and 25 per cent cashew. The use of straight jumbo nuts is now the exception rather than the rule, Chicago operators state.

Discounting wholesaler reports of drastic fall-offs in current peanut purchases, the comments of local operators, of which Kandy Kit Company, Vendall Service Corporation and King & Company are typical, indicated that, while nut orders are off from high-level 1946-'47 figures, they are continuing on a steady plane.

Thousands of locations are waiting for the new

ALKUNO

5c GUM AND CANDY VENDOR

Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both.

MODEL 130-MM

Metal Cabinet and Base.

Ht. on Base, 60"x18"

Wt. on Base, 64 Lbs.

Price . . . \$69.50

Base . . . 15.00

Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5c Gum and Candy Vendors.

ALKUNO & CO.

408 Concord Ave.

New York 54, N. Y.

Melrose 5-7757



CANDY AND CIGARETTE MACHINES

CANDYMAN, 72-bar capacity, reconditioned, new synthetic enamel . . . \$44.50

In lots of 5 . . . \$39.50 Ea.

DUGRENIER MODEL S CIGARETTE MACHINE, reconditioned with new 2-dime mechanism, new synthetic enamel finish . . . \$34.50 Ea.

vendex, inc.

Hillside 5, N. J.

Phone: Waverly 3-1400

Sell More Candy, Nuts USE ATLAS CHARMS

It is proven that if you use Atlas Charms you can sell twice as much candy and nuts, especially if you have heavy traffic of women and children. We have some of the latest and newest charms on the market.

Free Profit Charts Show You How to Do It

We assure you earn top profits by sending you free profit charts which make it easy to double your sales. Write at once for prices and free samples.

Atlas Mfg. & Sales Corp.
208-328, 12220 Triskett Rd., Cleveland 11, O.
Profitable Vending Machines and Merchandise for 24 Years

NEW MINN. TAX

(Continued from page 102)

plus federal and State cigarette taxes paid would be deducted from gross income, with the difference considered gross earnings on which the 10 per cent tax would levied.

The bill provides that operators file returns and tax payments by the 20th day of the month following on the preceding month's business. Operators are required to keep complete records on all transactions and make them available to the State tax commissioner, who would be charged with enforcing the law. Failure to pay the monthly tax would result in the tax commissioner levying an amount "according to the best information" plus a 25 per cent penalty.

The measure was referred to the House tax committee of which Schwanke is chairman. Meanwhile, a companion measure to the Neumeier soft drink proposal was introduced in the House.

Canada Dry Meet

DETROIT, March 19.—Divisional sirup managers plus other key men in Canada Dry's sirup sales met here recently for a three-day session during which company executives and managers thoroly examined Canada Dry's sirup program, current and future.

The sessions were held at the Statler Hotel and at the Canada Dry plant. No further retails were released.

TISH-U-VEND

The new, BIG-CAPACITY Vender for Kleenex® Pocket-Pack Tissues

IS ON THE WAY

*T. M. Reg. U. S. Pat. Off. I. C. P. Co.

for **BIGGER PROFITS**
per vender
THAN YOU'VE EVER HAD BEFORE—



Northwestern

MODEL

49

ENTIRELY DIFFERENT from any other VENDING MACHINE!



New Sani-Carry Globes can be cleaned and refilled at home or warehouse . . . by inexperienced help if you want it. No more filling, spilling and messy cleaning on location. Greater cleanliness assured. Cuts servicing time in half. That means twice as many machines serviced per day per man . . . bringing servicing costs down to new lows . . . boosting profits to new highs. Equally important, by checking merchandise in returned globes

against cash collection, you can be sure of more accurate accounting and tighter control. No other vending machine gives operators so much. Wire, phone or write for details.

THE NORTHWESTERN CORPORATION

818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

ALL NORTHWESTERN MODELS

Recommended and sold on Time Payment. 20 weeks to pay.

Write for details.

ROY TORR, Lansdowne, Pa.

REAL LOW PRICES

U-SELECT-IT

CANDY MACHINES

54 Bar Capacity \$22.50 ea. Lots of 10. \$20 ea.
VEND IT. 150 Bar Cap Each \$40.00

Cigarette Machines

DU GRENIER / Col. 8 \$40.00
DU GRENIER VD 7 Col. 40.00
DU GRENIER W 8 Col. 40.00
DU GRENIER CHAMPION 50.00
UNEDA MONARCH. 8 Col., Like New 70.00
UNEDA 8 Col. 40.00
NATIONAL 3-30 50.00
ROWE ARISTOCRAT, 8 Col. 22.50

Half Deposit.

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.
Phone: BA 9-0808

EPY CHARMES

New round prizes suitable for Advance and Columbus Machines. Vend in all other machines, too.

Fortune Balls With Precious Stones Per M \$10.00
 Fortune Balls With 1 Dice 12.50
 Fortune Balls With Key Chains 18.50
 Fortune Balls With Balloons 14.00
 Fortune Balls With Bracelets 6.00

Per Gross 6.00

LOWER PRICES ON CHARMS, SKULLS AND RINGS

Plastic Charms, Famous Series #1 Per M \$ 3.00
 Plastic Charms, Big Series #2 4.00
 Plastic Skulls 3.50
 Plastic Rings, 20 Styles 3.00
 Metal Plated Charms, Series #1 6.00
 Metal Plated Charms, Series #2 7.50
 Metal Plated Skulls 6.50
 Metal Plated Skulls With Rhinestone Eyes 15.00
 Metal Plated Rings, 20 Styles 5.50

Samuel Eppy & Co., Inc.

World's Largest Charm Manufacturer
 113-08 101st AVE.
 Richmond Hill 19, L. I., N. Y.

Wrigley Announces \$11 Million Gain In 1948 Net Sales

CHICAGO, March 19.—J. C. Cox, president of William Wrigley Jr. Company, in issuing the firm's financial report last week announced that net sales for 1948 (\$61,440,166) showed a sharp increase over 1947 business (\$50,186,953). The uptrend also was being borne out in 1949, with the first two months of this year showing sales above the 1948 average monthly volume, he said.

Cox stressed that the increased sales were the result of expanded sales promotion with a like rise in expenditures. To maintain, and possibly increase, firm's sales volume means that an even greater selling effort may soon become necessary, he added.

Wrigley's 1948 net income amounted to \$11,455,114, against 1947 net income of \$8,490,561, Cox declared. He pointed out that during the last three years, firm had invested approximately \$9,200,000 in plant expansion and plant modernization.

Chase Candy Co. Elects New Officers

ST. LOUIS, March 19.—Chase Candy Company, at a recent directors' meeting here, elected Ralph A. Wenger as chairman of the executive committee and Royal M. Ravenscroft as secretary of the firm. Announcement was also made that C. A. Gerlach and Pat Cosler, both vice-presidents, are no longer with the company.

Blevins To Attend Nat'l Food Meeting

NASHVILLE, March 19.—Blevins Popcorn Company's Pops-Rite Popcorn division will be represented at the National Food Brokers' Association (NFBA) annual convention in Chicago March 20-24. On hand at the meeting in the Hotel Sherman will be J. V. Blevins and B. S. Mitchell.

American Chicle Reports '48 Earnings, Gross Biz

LONG ISLAND CITY, N. Y., March 19.—American Chicle Company reported recently that its net income for 1948 showed a slight drop from that of 1947, while sales were up slightly.

Net income for 1947 was \$5,191,376, derived from sales of \$38,188,732; for 1948, net income was \$5,095,886 on sales of \$38,913,067.

Cocoa Crop Boost

WASHINGTON, March 19.—Estimated world cocoa crop for 1948-'49 was given an upward revision last week by the International Emergency Food Committee (IEFC), based upon the boosted output in the Gold Coast area. Supplies of cocoa beans available for allocation will total 703,670 tons, it was stated. Figure nears the prewar level of cocoa bean production.

Allocation for the U. S. remains fixed at 287,720 tons, however.

New Penny Firm

HARRISBURG, Pa., March 19.—A Pennsylvania State charter has been issued to Vend, Inc., 545 South Pine Street, York, Pa., authorizing the new company to capitalize at \$100,000 for the purpose of retailing goods and merchandise by automatic vending machines.

Incorporators are listed as J. Kenneth Stallman, Charles H. Stallman and Charles W. Burgard, all of York.

RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

NEW VENDING MACHINES

- N.W. Model 49, either 1¢ or 5¢ \$17.55
- N.W. Dual Vendor, comb. 1¢ or 5¢ 45.00
- N.W. Deluxe, comb. 1¢ and 5¢ 27.00
- Silver King, either 1¢ or 5¢ 13.95
- Silver King Charm King, 1¢ 13.95
- Columbus Model 46Z, 1¢ 13.00
- Columbus Model 46ZB, 5¢ 13.75
- Master 1¢ All Purpose 13.95
- Master No. 2, comb. 1¢ & 5¢ 17.50
- Master No. 6, 5¢, two turn 17.50
- SHIPMAN Triplex, 1¢, 3¢ and air mail. 39.50
- N.W. Nat'l Postage, roll type 69.50
- Postmaster Stamp, Roll Type 69.50
- Advance #21, 3/25¢ match fold pack. 25.00
- Advance Sanitary Napkin, 10¢ 20.00
- SANITARY NAPKINS, 250 in carton. Ea. .04
- Adams Gum, Model GV, 6 col. 22.50
- Match Box Machine 4.95
- Cash Tray Almond, 5¢ 4.95

RECONDITIONED VENDORS

- 1¢ Advance Ball Gum \$ 5.95
- 1¢ Variety Shops With Stands 14.50
- 1¢ Snacks With Stands 14.50
- 1¢ You Chu Ball Gum 6.50
- Silver Kings, Either 1¢ or 5¢ 8.00
- Cash Tray, 5¢ (New) 5.95
- 1¢ Vic. Mod. V, Cab. Type 8.95
- N. Y. Stamp Vendors, 1¢ and 3¢ 12.50
- Shipman Duplex, 1¢ and 3¢ Stamps .. 19.50
- Adams Gum Vendors, 1¢, 4 Col. 12.50
- Adams Gum Vendors, 1¢, 6 Col. 14.50
- Adams Gum Write
- Columbus Tri-Mor, 3 Comp. 29.50
- Columbus, 5¢, Model 46ZB 8.00
- Columbus, 1¢, Model 46Z 7.50
- Columbus Bimor, 1¢ 22.50
- N.W. DeLuxe, 1¢-5¢ Comb. 17.50

WE TAKE TRADE-INS—LIBERAL ALLOWANCE

WANTED

VENDING MACHINES—VICTOR GLOBE AND CABINET TYPES—MASTERS—SILVER KINGS—COLUMBUS—N. W. DELUXE—COUNTER GAMES—SEND LIST!

NEW COUNTER GAMES

- ABT Challengers \$39.50
- ABT Model F Targets 42.50
- ABT Strikalites 42.50
- Gottlieb Grip Beater 24.50
- Exhibit Card Vendors 18.50
- Steeplechase, 1¢ 35.00
- Target Kings 1¢ 45.00
- Imp, 1¢ or 5¢ 16.50
- Test Quest, 1¢ 29.50
- Hunter, 1¢ 45.00
- Electric Shockers .. 12.75
- Whirl-a-Ball 19.50
- Camera Chisel, 1¢ .. 19.95
- Kicker & Catcher, 1¢ 34.50

NEW SLOTS

- Mills Vest Pockets .. \$ 85.00
- Mills O.T., 5¢ 115.00
- Col. Bell, Double Jackpot, interchangeable, 5, 10 or 25¢ 145.00

USED COUNTER GAMES

- Camera Chief, 1¢ \$14.50
- Marvel 1¢ Token 22.50
- American Eagle, 1¢ .. 18.50
- Vest Pocket, 5¢ 44.50
- Imp, 1¢ 10.00
- Yankee, 1¢ 14.50
- Cubs, 1¢ 10.00
- Windmills, 1¢ 4.95
- Star Card Vendors .. 9.95
- Daval Ace 10.00
- Kicker & Catcher 22.50

COLUMBIA BELLS

SLIGHTLY USED
\$85.00

Genuine LEAF RAIN-BLO GUM

at Factory Prices
 3/4 SIZE, 26c Lb.
 170 Ct. and 210 Ct.,
 27¢ Lb.

DISTRIBUTORS AND SALESMEN WANTED — WRITE FOR SPECIAL DEAL
 Send for our Complete List of Coin-Operated Machines and Supplies.
 1/3 Dep., Bal. C. O. D. with All Orders. Under \$20.00 Full Payment with Order.

RAKE COIN MACHINE EXCHANGE

600 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

LOCATIONS UNLIMITED!

MR. DISTRIBUTOR:
 Feed Your Ops This Big Profit Maker!

VENDOR KLEENEX POCKET-PACK TISSUES

\$50 ea.

Size: 10"x5"x35"
 Shipping Wt. App. 25 lbs.

NOW DELIVERING

FULLY GUARANTEED!

Full remittance must accompany order. Shipped F. O. B. our plant. Terms, quantity discount available.
 *T.M. Reg. U.S. Pat. Off. I.C.P. Co.

E. B. METAL PRODUCTS CO.

229 East 144 Street

Bronx 51, N. Y.

KING SIZE FOR YOUR OLD EQUIPMENT!

Convert your old machines to take KING SIZE cigarettes. Unedapak Model E and Model A can be changed on location. DuGrenier Model S, V, VD, and W require a short time in your shop — no special tools needed. All parts necessary for the conversion are supplied in one complete unit. Further details on request.

CENTRAL VENDING MACHINE SERVICE CO.

3967 PARRISH ST.

PHILADELPHIA 4, PA.

ELECTRICAL CONVERSION OF MANUALLY OPERATED CIGARETTE MACHINE

Completely developed electrical conversion for manually operated cigarette vending machines. Undersell new electric machine by 50%. Patent rights for sale outright or will license.

CROYDON PRODUCTS CO., Box #133, Croydon, Pa.

GIVE TO THE DAMON RUNYON CANCER FUND

NEW!
 REVOLUTIONARY!

Northwestern



MODEL 49
 1¢ OR 5¢
 LESS THAN 25 \$17.55
 LESS THAN 100 \$17.25
 100 OR MORE \$16.95

Write — Wire Phone
 NORTHWESTERN SALES & SERVICE CO.
 Authorized Northwestern Distributor
 4105 16th Ave. Brooklyn 4, N. Y.
 Phone: Gedney 8-3600

California Vending Almonds

Per Lb. Case Lots F.O.B. Los Angeles 65¢
 5 Lb. vacuum tins, 6 80¢ Per Lb.
 800 Count to a case, 400 count.

We manufacture BULK MERCHANDISE. All Types—Highest Quality. Lowest Prices . . . Samples

Southern California Operators, order your

ACORN BULK VENDORS
 MERCHANDISE from . . .

Operators Vending Machine Supply Co.
 1023 S. Grand Ave. Los Angeles 15, Calif.

BRAND NEW

LUCKY BOY VENDORS

\$9.75 Lots of 5, \$8.75
 EACH Lots of 25, \$7.75
 1¢ or 5¢ MODEL

Nut and Charm Vendors hold 8 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.

BLOYD MFG. CO.
 VALLEY STATION, KY.

NEW POPCORN VENDORS REDUCED

Brand New, Non Coin Operated, Counter Model. Most profitable for operator and location alike.

Sample, \$52.50; lots of 25 or more, \$47.50. Limited number. Wire for actual photo.

BEVERATOR CO.

#07-509 Wheeling Ave. Cambridge, Ohio

300 Cup Units for New York Subway; Award Plan Set

(Continued from page 102)
(The Billboard March 19), prospective operators may voice objections to contract provisions. General opposition to specific points may result in alteration to the contract terms, it was indicated.

There are now about 110 cup venders in subway locations. Of all types, soft drink, both carbonated and non-carbonated, coffee and hot chocolate, they are operated by seven companies under experimental agreements with the board. But any firm with operating experience and adequate financial resources may enter a bid, a board spokesman said.

Commissions

While commissions to be paid to the city are fixed in the proposed contracts, competitive factor in the bidding will be minimum monthly guarantees. Commission rates of 25 per cent are called for in all contracts except for the one covering the mid-town area. In these locations, thus far the highest revenue producers, commissions are set at 30 per cent. For the contract covering the entire subway system a flat 25 per cent is asked.

Operators awarded contracts, it was pointed out, will pay either the fixed commission or the guarantee, whichever is higher. The prospective subway operators will have to estimate their probable expenses and anticipated revenue with great care before binding themselves to a minimum guarantee. The experience of the present operators has shown that operating costs are far above those in average locations.

Specifications

The board specifications require that all machines have a capacity of "at least 600 drinks and cups, unless otherwise approved." No more than 10 cents a drink must be charged. Each serving shall be at least six ounces and must be dispensed in seven-ounce cup to limit spillage. Also, the board requires that recognized sirup brands be used and that each drink contain the amount of sirup recommended by the manufacturer. Cold drinks must be dispensed at between 38 and 42 degrees F., with the temperature of hot drinks determined "in accordance with existing practice or as directed from time to time."

Continuing, the specifications state that "each machine or group of machines will have a changemaker. These may be either external or internal. In the case of external changemakers, one will suffice for a group of machines."

Operators will also be required to observe rigid sanitary and safety pre-

N. Y. CORP. PLANS

(Continued from page 102)
manufactured initially, he said that the company plans call for the output of four or five eventually, each under a different trade name.

Vending Angle

The company considers venders a natural outlet for perfume, said Dr. Phillips, and is negotiating with several established coin machine firms to handle that area of distribution. Since the producers wish to confine their activities to manufacturing, it was indicated that arrangements would probably be made with a single vending firm to handle automatic sales.

This vending firm would have to work out details of machine modification, if necessary, altho it was stated that a standard cigarette machine could vend the perfume pack. It would also take care of franchising operators, said Dr. Phillips, or otherwise get the machines placed in vending locations.

cautions, it was emphasized, with all machines meeting Board of Health standards.

To serve as a check on gross income, each vender will have to house a meter recording the number of drinks dispensed. These meters must be "tamper-proof" and altho mounted on the inside of the machine, must be visible thru a glass window from the outside.

Firms bidding for operating rights will have to submit a \$5,000 deposit with their sealed bids, the board stated. They must also prove possession of adequate financial resources for proper operation. This the board has interpreted as at least \$35,000 in "liquid assets" in the case of smaller contracts, and as \$200,000 in the case of the over-all contract.

But, emphasized the board, much weight will be given to operating experience.

Guarantees

To insure that operators awarded contracts live up to their terms, the board will also require that six times the minimum monthly guarantee be deposited with it as a guarantee of proper performance. Too, operators will have to take out insurance policies for public liability and property damage to protect the city from possible damage suits arising out of public use of the equipment.

Other expenses to be borne by operators awarded contracts include part of the costs of installation of water lines and electrical conduits for machines already in operation in their contract areas—installation charges for additional locations must be paid in full; water charges of 50 cents per machine per month and, in the event subway electricity is used, a fee of \$5 per month per machine.

If for any reason operators do not fulfill terms of the agreements, the board reserves the right to void contracts, direct the delinquent operator to remove his equipment, and award operating rights to another firm.

Pennsy Senators Okay Drink Tax

(Continued from page 102)
revenue to about \$27,000,000.

"If there was one member of the Senate associated with the bottling business this bill would not pass," Senator Dent said.

Before the Senate called up the tax bills a move developed to retain the tax on simple sirup (sugar and water) and carbonated water thru a separate bill. They are now taxed under the 1947 law, but the House removed them thru an amendment to the bill renewing the soft drink levy for another two years.

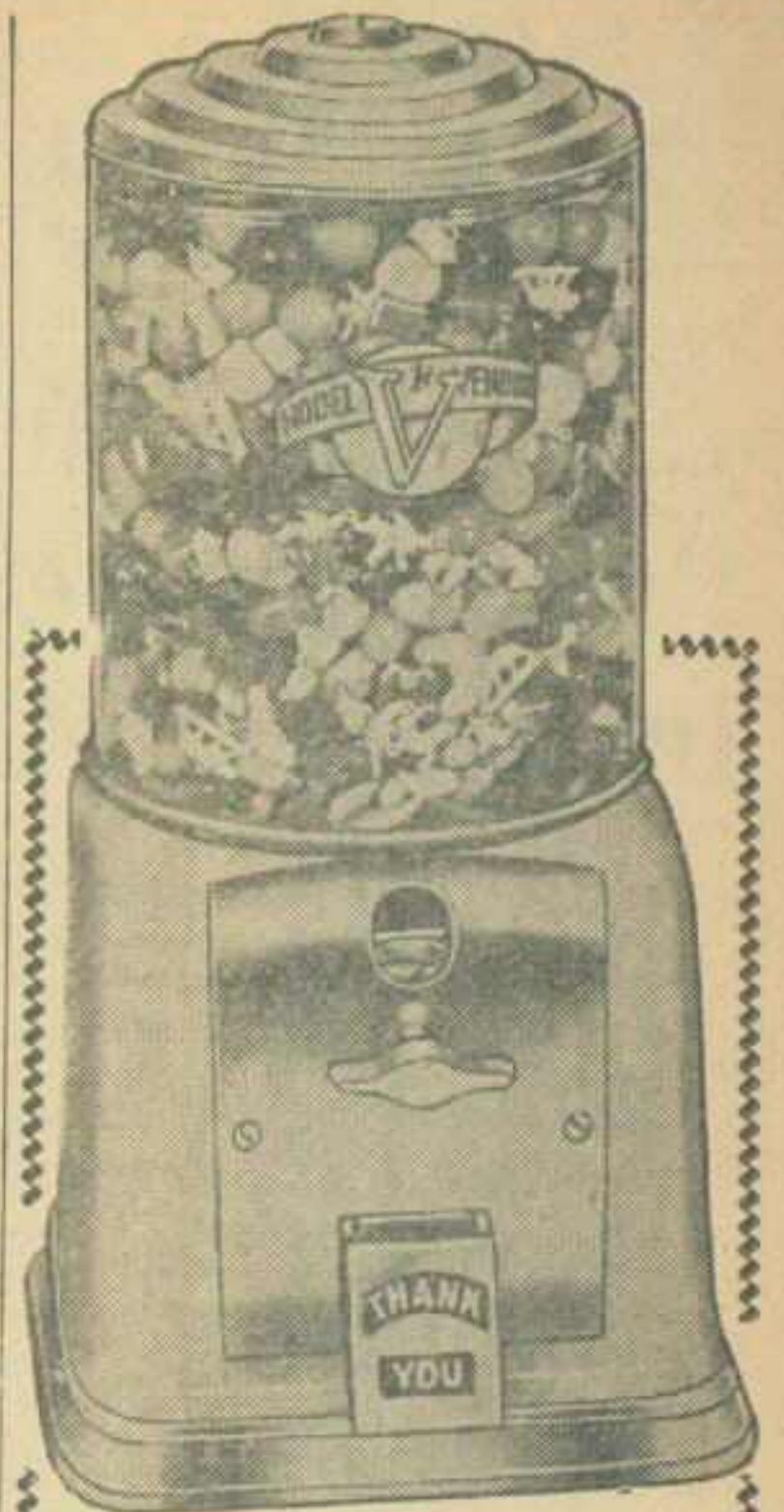
Sen. John H. Dent, the Democratic floor leader, tried unsuccessfully yesterday to restore the tax on sirup and soda water. He said eliminating them lost \$7,000,000 of revenue. The budget office estimated the cut at \$5,000,000.

Bottlers Stand

Soft drink bottlers opposed the change, contending fountains could mix their own soft drinks from untaxed flavors and sugar water. Dent put on a demonstration of mixing the drink on the Senate floor and challenged senators to tell the difference with bottled soft drinks.

Sen. Rowland B. Mahany (R., Crawford) was assigned the job of finding out how best the new measure would be handled in the Legislature.

"There are some who think we should put in two bills," Mahany explained. "One would make carbonated water taxable again and the other would restore the tax on simple sirup."



VICTOR'S MODEL "V"

The original Ball Gum and Charm Vender and still the best, say thousands of successful operators.

VICTOR'S UNIVERSAL

Tops for modern design and efficiency... truly a worthy rival for the Model V as an all-purpose vender.

HOT-POP

Victor's New Sensational POPCORN VENDOR

Only \$47.50

Write for Descriptive Matter and Prices

VICTOR VENDING CORP.

5701-5713 W. Grand Ave.
CHICAGO 39 ILL.

ALL VICTOR MACHINES

recommended and sold on

TORR TIME PAYMENT PLAN

Pay for same in 20 weekly payments.

WRITE FOR DETAILS

RAIN-BLO BUBBLE BALL GUM

Packed 25 Lbs. to Carton.

5th	170c
140c	210c
25 to 475 lbs.	27c lb. 29c lb.
500 lbs. or over	26c lb. 28c lb.

Freight paid on 100 lbs. or over
FULL CASH WITH ORDER

For better cash returns try

TORR DeLUXE SALTED NUT MIX

Made up of Cashews Pecans Filberts Virginia and Spanish Packed 30 lbs. to carton

47c PER LB.—\$14.10 PER CTN

Cash with order—F. O. B. Philadelphia.

ROY TORR LANSDOWNE, PENNA.

TISH-U-VEND

The new, BIG-CAPACITY Vender for Kleenex® Pocket-Pack Tissues

IS ON THE WAY

*T. M. Reg. U. S. Pat. Off. I. C. P. Co.

THE HEAD IS FAST TO SERVICE IN HOME OR SHOP FOR EXCHANGE ON LOCATIONS APPROVED BY HEALTH AUTHORITIES AND LOCATION OWNERS. AVAILABLE AS SEPARATE SERVICE UNIT, HEAD GIVES OPERATORS MANY MORE ACORN VENDORS ON A MINIMUM INVESTMENT OF \$5 AND TIME—YOU SIMPLY UNLOCK TO REMOVE HEAD.



ACORN Bulk Merchandise VENDOR
THE BEST MACHINE TODAY
...
THE BETTER MACHINE TOMORROW

Write for Details and Prices

OAK MANUFACTURING CO., INC.
1025 SO. GRAND AVE.
LOS ANGELES 15, CALIFORNIA

Northwestern

MODEL 49

\$17.55 EACH

ALSO IN STOCK

Dual Nut	\$45.00
DeLuxe	27.00
Model 33	12.50
Model 37	14.40
Model 40	11.00
33 Ball Gum	11.55

Write for Quantity Prices

EMPIRE COIN MACHINE EXCHANGE
1012 MILWAUKEE AVE. CHICAGO 22

FREE FACTS FOR MEN WHO WANT TO EARN MORE MONEY ATLAS DELUXE

Write at once if you want to know how to earn more money. We'll rush you facts on the Atlas Deluxe, a 17 bulk vending machine that vends ball gum, nuts and candy without requiring any changes of parts. Atlas Deluxe was designed by operators to make sure you get the most in traffic \$50,000 of insurance, largest in the industry protects you against any liabilities. Find out about our merchandising bulletins, which make it easy to earn top profits. Mail postcard or write do it now.

Atlas Mfg. & Sales Corp.

Profitable Vending Machines and Merchandise for 24 Years
Dept. BD-326
12220 Triskett Rd. Cleveland 11, Ohio

CIGARETTE AND CANDY MACHINES

BOUGHT AND SOLD

SPECIALS

U-Need-A-Pak 500, 9 col.	\$90.00
Rowe Imperial, 6 cols., King Size	62.50
U-Need-A-Pak 'A', 9 col.	75.00
U-Need-A-Pak 'A', 8 col.	72.50
U-Need-A-Pak 'A', 6 col.	70.00
U-Need-A-Pak 'E', 5 col.	47.50
U-Need-A-Pak 'E', 6 col.	50.00
J-Need-A-Pak 'E', 8 col.	52.50
U-Need-A-Pak 'E', 9 col.	65.00
National 9-30, 9 col.	65.00

U-Need-A-Pak Candy, 5 col. \$65.00

SILVER QUARTER CONVERSIONS

EXPERT WORKMANSHIP — SLUG PROOF. WRITE FOR DETAILS

1/3 Dep., Bal. C.O.D. F.O.B. Bklyn.

STEINER MANUFACTURING CO.

322 Atlantic Avenue Brooklyn, N. Y.
Phone: Triangle 5-0835

THE "CHALLENGER"

THREE MACHINES IN ONE

\$10.00 to \$50.00 Weekly on Location!

TROPICAL TRADING CO.
549 W. Washington St., Chicago 6, Illinois

GIVE TO THE RUNYON CANCER FUND

5-State Meet Displays on Block

Exhibitors Will Get Equal Prominence; Issue Special Invite to All Assn. Executives

Largest Turnout in History of Convention Is Assured

MINNEAPOLIS, March 19. — A full-scale drive, under the direction of Ken Ferguson, publicity chairman, was launched this week in behalf of the Five State Phonograph Operators convention which will be held here April 25-26. In special communications directed to all operators in the Minnesota, Iowa, Wisconsin, North and South Dakota area and to jobbers and distributors covering the same territory, Ferguson outlined the plans for the show and opened the display space to exhibitors.

A special invitation is being extended to officers and directors of all music operator associations throughout the country to attend the meetings and to participate in the discussions. Many of the officers from associations in the Midwest have already indicated they would attend the sessions.

The letter sent to all operators in the five-State area stated, in part: "Exhibits of the latest in phonographs, recordings, coin-operated machines and supplies, along with representatives from the factories and distributors will be on hand."

"A luncheon is scheduled for 1 p.m. Monday, April 25, to be followed by an open meeting for all members of the coin machine industry. This will be an opportune time for everyone to get first-hand information on current affairs, and to discuss their common problems."

The banquet will be held Tuesday at 6:30 p.m. and will be followed by an all-star entertainment program featuring nationally known recording bands and artists. Special door prizes also will be awarded during this phase of the activities.

In the communication sent to job-

Coin-a-Matic in Philly Hospitals Used by Patients

NEW YORK, March 19.—Video sets fitted with timers produced by Television Coin-a-Matic are now on location in a number of Philadelphia hospitals, it was announced here this week by Bernie Alexander, co-owner of the new firm. The sets are installed in solariums for use by patients, who pay 25 cents for 30 minutes of viewing time.

To date the company has delivered about 75 timers, Alexander says. Many of these have been shipped to L. S. Modell & Company, of Philadelphia, holder of the company's Pennsylvania distributor franchise and operators of the hospital sets. The remainder have been purchased as sample orders by prospective distributors in Fort Worth; Newark, N. J.; Columbus, O.; Albany and Buffalo. Television Coin-a-Matic retains New York sales rights for itself (*The Billboard*, February 26).

Alexander also disclosed that he is preparing a shipment of modified timers for a new operating firm in Chicago.

bers and distributors servicing the area, Ferguson enclosed the front cover for the convention year book and souvenir program.

He also advised that all exhibit space (28 booths) would be located in the smaller ballroom this year so as to assure all exhibitors the same prominence in their displays. Booths all will have a 10-foot frontage and will be 8 feet deep. Ferguson also stated that it is the intention of the committee in charge to confine the exhibit space only to those distributors and jobbers who serve the trade area covered by the membership. Where two or more jobbers and/or distributors handle the same products in the territory, they were urged to co-operate in their exhibits.

At the present time it is expected that all of the State associations co-operating in the convention will hold their own regular meetings during the course of the two-day convention. The Iowa association has already reserved a suite at the Radisson where it will maintain its own headquarters.

Ferguson stated that the hotel has set aside a large block of rooms for the convention and urged that reservations be made as soon as possible as many of the rooms had already been taken.

State Coin Introduces Car Radio-Juke Unit in Balto

BALTIMORE, March 19. — State Coin Machine Company, operated by Dave and Mac Koenigsberg, plans to introduce, in the next few weeks, the first car radio and juke box hook-up in the Baltimore area.

Work is proceeding rapidly on the installation at the Varsity Drive-In on Edmondson Avenue, managed by Sam Borbora and situated just over the city line.

A special wave length will be assigned to the drive-in, and patrons parking for refreshments will read on their menus a notice of the new arrangement and will be invited to play their favorite tunes by giving 5, 10 or 25 cents to the carhop.

The carhop drops the coins into a

Downward Trend In TV Competition Seen in East, Chi

CHICAGO, March 19.—Continued downward trend in the popularity of television in taverns, bars and grills was noted in the East recently when New Jersey bars banned television from their locations, and New York tavern owners noted that the television pull was dropping steadily. While many of the owners admitted that television, when carrying major sporting events only, drew more people to their locations, they said the actual income from these extra customers was nil. The extra patrons arrive just prior to the event, and leave as soon as it is over, they pointed out.

In the Midwest, Chicago tavern owners were of the same mind as those in the East. Television as a drawing power is dropping off rapidly, they said.

Waterloo Ops Form New Assn.

WATERLOO, Ia., March 19.—The Waterloo Coin Operators' Association (WCOA) was formed at a meeting of coin machine operators of Waterloo and the vicinity, with the group to be affiliated as a chapter to the Automatic Music Operators' Association of Iowa.

Russell Pelkey was elected president and Jay Hileman secretary-treasurer.

specially constructed wall box just inside the restaurant. The motorist meanwhile turns his car radio to the wave length listed on the menu and listens to his tunes. Other cars parked at the drive-in may also hear the music by turning to the correct wave length.

Other coin boxes, spotted at counters and booths inside the establishment, will, of course, play records in the usual manner.

The Koenigsberg brothers are hoping the innovation will click and thereby justify the costly expenditure involved. The special box near the carhops will give the Koenigsbergs an accurate check of the pulling power of the car radio and juke box tie-in.

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are:

WAX COMPANIES, DISTRIBS IN LEGAL TANGLE. Charges made against major firms on price fix conspiracy in restraint of trade.

CALIF. DISTRIB IN PRICE CUTTING WAR. Ray Thomas Company takes steps to prevent runaway price cutting on records.

CAPITOL RECORDS ISSUES INCOME STATEMENT. Diskery announces complete financial report on the year's business.

DECCA PRESENTS FINANCIAL STATEMENT. Firm reveals profits and sales for the 1948 period.

HILDEGARDE CUTS WAX. Thrush waxes sides for Decca, her first recording date in a year.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new *Billboard* feature—a page devoted to new mechanical developments in the business—the Radio-TV-Phono Section.

Robert Gabel, Ex-Juke Mfr., To Join Atlas

Will Handle Seeburg Line

CHICAGO, March 19.—Atlas Music Company here announced the addition this week of Robert Gabel, president of the John Gabel Manufacturing Company at the time it closed in March, 1948, to its staff of Seeburg representatives. Gabel will cover Illinois for the Seeburg distributor, according to Atlas official, Nate Feinstein.

Long associated with the automatic phonograph industry, Gabel was head of one of the oldest manufacturing firms in the field. The Gabel company, which began production of its first juke box in 1906, discontinued music machine output at the beginning of World War II, when it was completely converted to defense work. Plans for a postwar model Gabel phonograph were shelved in 1947 and until it closed the firm devoted its activity to parts manufacture.

MAPOA Skeds Member Meeting Banquet Apr. 23

DETROIT, March 19.—The traditional annual installation banquet for the Michigan Automatic Phonograph Owners' Association (MAPOA) will be held Saturday, April 23, at the Latin Quarter—which is being renamed Jean Goldkette Fantasia. Spot has been the scene of MAPOA festivities for the past two years. Proceeds of the affair will be donated to the American Cancer Society, according to Roy Clason, business manager of the association.

A program of entertainment features is planned for the event, with Shep Fields and his Rippling Rhythm Orchestra booked for the evening. Personal appearances are also tentatively slated by Tommy Dorsey, Elliot Lawrence and Sammy Kaye.

Co-chairmen for the event are Morris A. Goldman, past president of the MAPOA, and Clason. Other principals in planning are: Finance Committee, Ben Okum, Alben Records, chairman; Everett Watson, and James Jeffrey; entertainment, Vincent Meli, and reception, Jack Baynes and Eddie Grodzicki.

IPO Re-Elects All Officers At March Meet

CHICAGO, March 19. — Illinois Phonograph Operators, Inc. (IPO), at a recent meeting here, re-elected all officers for another year.

Walter Miller, head of Walter Miller Music, was retained as president; Paul Brown, Western Automatic Music, Inc., as vice-president; Jerry Frazin, Acme Automatic Music Company, as secretary-treasurer, and Michael Spagnola, as executive secretary.

Novelty Games In Springfield Bars Approved

(Continued from page 101)

ago the Springfield commission adopted a policy permitting pinball machines in liquor establishments provided they were not used for gaming purposes. Use of the one-ball machines was barred by the commission, altho the agency allowed three-ball or five-ball machines.

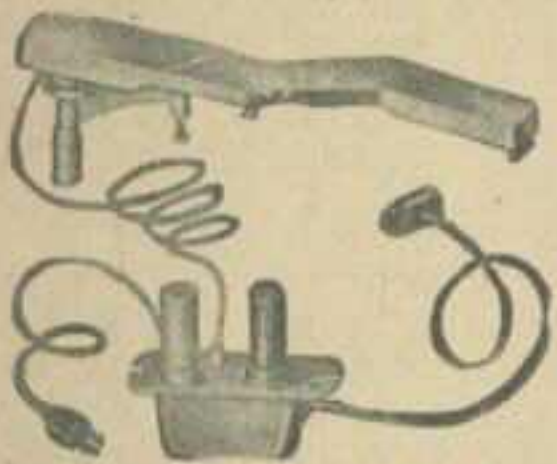
The Massachusetts ABC Board, it was learned, notified all local licensing boards in the State, stressing Regulation No. 20 which bars machines used for gaming purposes.

It was learned that the letter was intended to clarify the regulation insofar as pinball machines are concerned, due to the apparent misunderstandings of proper interpretation with reference to pinball devices.

According to the Massachusetts ABC Board, such of these machines as are in and of themselves in no wise geared or operated as gaming implements, do not come within the scope of the regulation.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



Nothing to change—just plug it in.
JACOBS MANUFACTURING CO., INC.
Stevens Point Wisconsin
Sole Canadian Distributor
ST. THOMAS COIN SALES LTD.
St. Thomas, Ontario, Canada

For the Finest in Record Reproduction
Use the New
G. E. Magnetic High Fidelity
LIGHTWEIGHT PICKUP
With Removable Needle

- No Needle Scratch
- Only 3/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In

Wurlitzer \$14.95
Seeburg
Rock-Ola
AMI
Elec. Cancel \$4 extra
Also other makes.
ADVANCE MUSIC CO.
1606 Grand
Kansas City Mo.

NEW RECORDS! NEW RECORDS!
ONLY **25¢** EACH

(Packed 100 to a Box)

These records are carefully inspected and well packed. Will stand any shipping distance. Send 1/2 deposit balance C. O. D. Can ship any size order same day received. Write for catalog of complete stock.

Write—Wire—Phone

THE MUSIC BOX

292 Madison Memphis, Tenn.
Tel.: 37-7701

WANT

3031 Wurlitzer Remote Boxes in fair condition. Must have Keys. Quote prices.

HENRY C. KNOBLOUCH

92 BAY ST. GLENS FALLS, N. Y.

Tele Coverage Spreading Out In More Areas

WASHINGTON, March 19.—More television stations are going on the air to add to juke operators' competition. Atlanta's second station, WAGA-TV, went on a regular schedule last week operating in the evening. The first station in Erie, Pa., WICU, made its commercial bow Tuesday (15).

More stations are on tap. WTVJ, Miami, is scheduled to begin operations next week. During the week of March 27 WLWC, Columbus, O., and WLWD, Dayton, O., are slated to take the air. Equipment tests for the latter stations are already under way. Another New York City outlet, WOR-TV, plans to start telecasting in late May or early June.

Tele Manufacturers Urged To Form Own Trade Association

NEW YORK, March 19.—Television set manufacturers were urged to organize an association that would take up their special problems, as distinguished from those of the radio industry generally, in a letter sent out last week by Michael L. Kaplan, president of Sightmaster Corporation.

The letter, sent to all "recognized set producers," asked them to attend the initial meet of the new group here at the Advertising Club on Monday (21), at 3 p.m. Most tele manufacturers now belong to the Radio Manufacturers' Association.

Monarch Scoreboard Into Production

(Continued from page 101)

Shufflette and its newly developed 12-foot small model shuffleboard within two weeks. These, as well as all regulation size boards now being shipped by Monarch, have a new finish on the maple and combination maple-walnut tops which is said to preserve the surfaces for long periods. Bazelon's firm also makes a specialty of teaching operators the best way of maintaining play fields for tournament play.

Since Monarch has become one of the leaders in producing shuffleboards for typical coin machine locations, the firm has increased its overall manufacturing facilities so as to include processing, assembling and finishing of both shuffleboards and scoreboards under one roof.

NYC Ops Mulling Coin License Delay

(Continued from page 101)

cations' conformity with fire prevention and safety regulations.

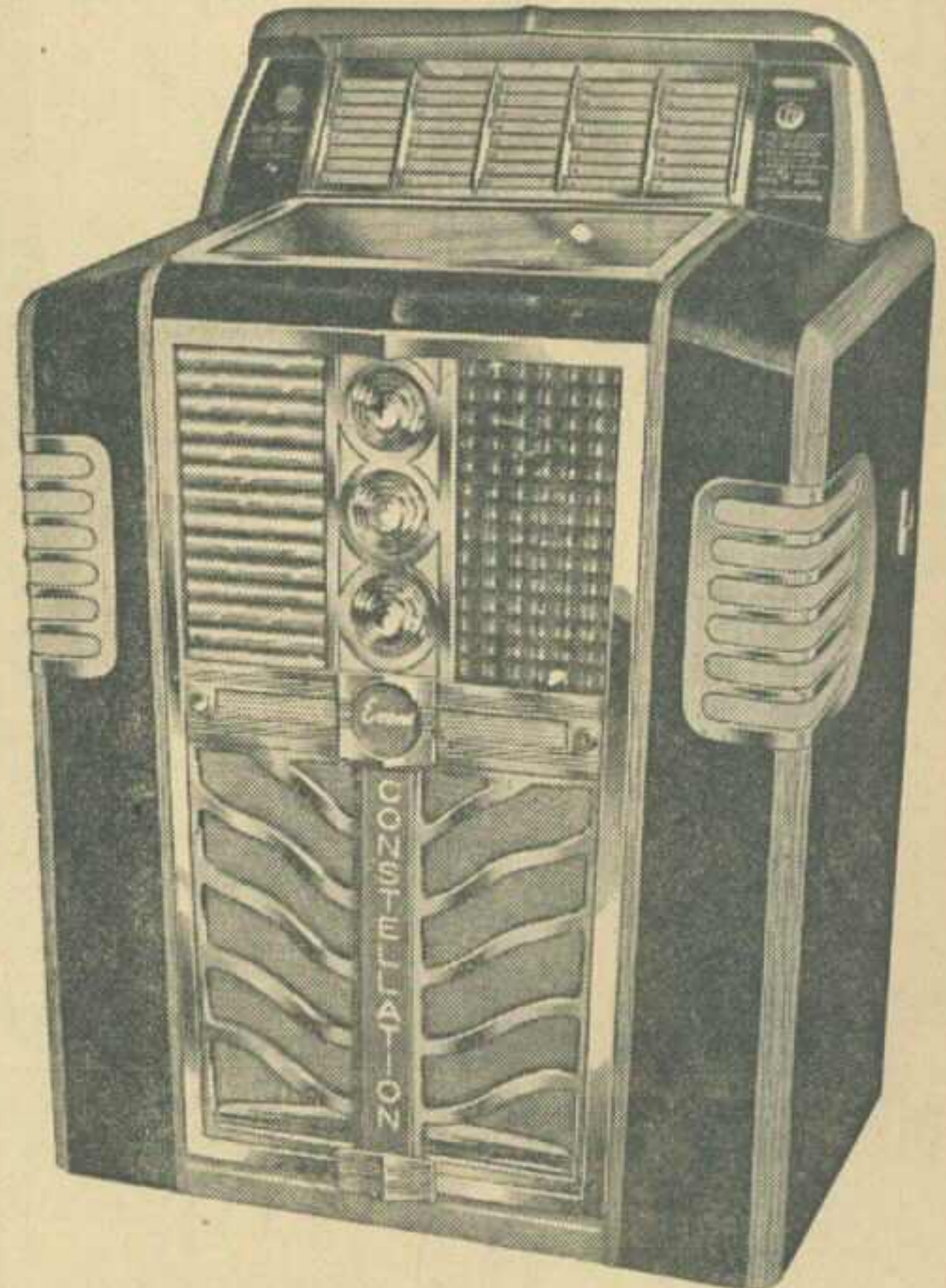
In the meantime coinmen are weighing what effect, if any, current shifts of department executives will have on their request for changes in regulations governing route operations. Deputy Commissioner Patrick J. Meehan was named this week to a similar ranking post in the police department, and it is being noised around City Hall that the present commissioner, John M. Cannella, may be appointed to a judgeship.

Industry leaders have asked that the present \$50 license fee per location be made payable in quarterly installments to protect them from paying a new fee if games have to be relocated. This is now mandatory under current regulations.

"EASY" DOES IT When You Operate

EVANS'

CONSTELLATION



Music men who know the fundamentals of merchandising have been quick to recognize the earning potential of the "Easy" features built into Evans' New Constellation!

"America's Brilliantly New Phonograph" IS

- ... EASY TO LOOK AT— with its strikingly handsome custom-designed wood cabinet!
- ... EASY TO LISTEN TO— with vividly rich, full-range, high fidelity tone!
- ... EASY TO PLAY— thanks to the "Tip-Touch" Program Selector—40 Selections—"X"-type Coin Entry—6 Tunes for 25¢!
- ... EASY TO SERVICE— more speedily and with greater economy, from a handy table-top arrangement of record magazine, play meter and other components most frequently serviced!

Evans' New Constellation makes it "easy all around"—for location to present music — for player to enjoy music — for operator to sell more music!

"Easy does it," too, when you're selecting new instruments for your routes. Look before you buy—take time to compare! For looks, for performance, for economical operation and for price, you'll want Evans' New Constellation! Talk to your Evans' Distributor today!

H. C. EVANS & CO.

1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS

SEE OUR COIN MACHINE AD ON PAGE 129

FILM FOR ALL MOVIE MACHINES

(Approved by City and State Censor Boards)

Panoram Film, slightly used, A-1 condition. Individually spooled and boxed, \$2.00 each. Assembled in Reels, Formed and Notched, \$2.25 each.

LARGE DISCOUNTS ON OFFICIAL FILM—FREE CATALOGUES

PANORAMS, PERSONAL VIEW OR AUDIENCE SCREEN: Rebuilt. Write We carry a complete line of Panoram Parts, new Viewing Fronts and Screens. We have Claws and Gears.

IMPERIAL ENTERPRISE, INC.

551 SURF AVENUE

ESplanade 2-8526

BROOKLYN 24, N. Y.

AMI 40 SELECTION WALL BOX

2 Types Now Available



5c-10c Play

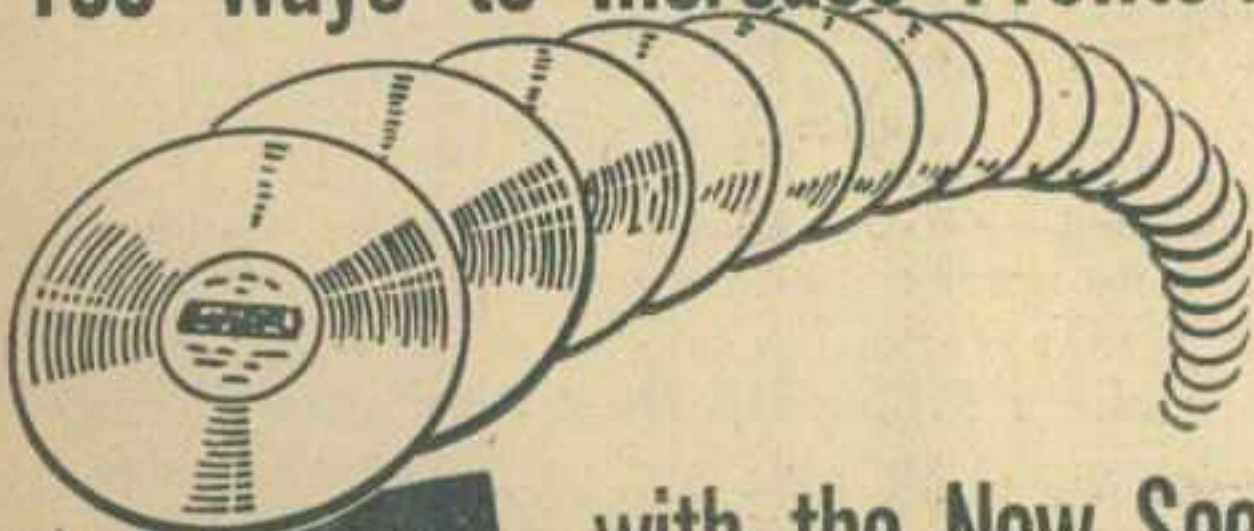
5c only

5c-10c

AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2

100 Ways to Increase Profits...



- Scientific Sound Distribution
- 5, 10, 25c plays — 6 plays for a quarter
- 50 records — 100 selections
- Visible Playing Mechanism
- Plays 10" or 12" records vertically — either side
- Old time favorites — Hit tunes — Light classics

with the New Seeburg Select-O-Matic 100

- 100 recordings, 100 choices—
- 100 reasons for better customer satisfaction.
- Yes, greater profits will roll in from all locations after you install the new Seeburg Select-O-Matic 100.
- Give this revolutionary new Seeburg a chance to increase your profits.
- Put it in your top locations and watch it work for you!

SHAFER MUSIC CO.

COLUMBUS 11, OHIO
436 South High St.
WHEELING, W. VA.
2139 Main Street
CHARLESTON, W. VA.
1419 W. Washington St.
PORTLAND, OREGON
1328 S. E. Union Ave.
SEATTLE, WASHINGTON
2244 Fourth Ave.

Maryland Solons Study Favorable Bell Legislation

(Continued from page 101)

mechanical or electrical amusement device which requires the insertion of a coin or token for their operation and which offer an award to the operator based in whole or in part upon chance or his skill."

In the matter of tax fees, the measure provides that to a bona fide property owner or registered voter in the county, who must be a person or firm who owns or operates the premises on which machines are maintained, an annual license fee of \$150 will be charged for each single unit having but one chute or receptacle for the insertion of a coin. In the case of a multiple chute or console variety, the applicant would pay an additional fee of \$25 for each additional chute or receptacle.

To a person or firm not maintaining or operating a device on the premises, the annual license fee would be \$2,000, which authorizes him to sell or lease the machines to licensees. Applicants for such a license must be residents of the county for five years preceding the date of application.

Licenses would expire May 1 of each year. The revenue derived from fees would be applied to reduce the county real estate tax, reduce school bonds and interest, and benefit the fire company fund, library fund and hospital fund. It is understood that the referendum clause makes the bill acceptable to Governor Lane.

At present free-play pinball devices are legal in Charles County.

V. Shay 30 Yrs. In Coin Field

(Continued from page 101)

Industries bell products. Shay joined Mills Novelty (now Mills Industries) at the age of 18 when the firm was located at Jackson Boulevard and Green Street, Chicago. When but 23 years old he was appointed general sales manager of the company's coin machine equipment. At the time several metropolitan newspapers in different sections of country carried stories on his rapid advance in the business world and also noted that he was the youngest sales manager of a firm handling volumes of sales in the same quantity as Mills at the time.

During his three decades with Mills and Bell-o-Matic, Shay has traveled in all 48 States and knows most operators in virtually every city and town of any size.

One of the hardest decisions the Bell-o-Matic president had to make

No Justice

BALTIMORE, March 19.—Jimmy Hatlo, nationally syndicated cartoonist and creator of the feature "They'll Do It Every Time," rang the bell with a cartoon which appeared in *The Baltimore News-Post* and scores of other papers March 9.

It showed the interior of a bar with the clock hands pointing to 12:55 a.m. (five minutes before closing time) and a happy pinball player who made a whopper of a score amid the clanging of bells and flashing of lights. His friend, standing beside him, exclaims: "Wow! We hit it for 28 free games!" The owner's face is one of dejection. The caption read: "Up until now the pinball machine had been as quiet as a house detective at a keyhole."

Jersey Barkeepers Frown on Tele

NEWARK, N. J., March 19.—Many New Jersey tavern owners are getting rid of their television sets, according to the Alcoholic Beverage Control Board, after finding that free tele no longer attracts customers with money to spend. And, said the board, some patrons deliberately by-pass taverns with video for a quieter spot.

Main gripe of former tele set owners is that customers nurse drinks while watching programs, crowd out the spenders, but leave after their favorite telecast is over.

CPMA Tabs MGM April Hit Tune

CLEVELAND, March 19. — The Cleveland Phonograph Merchants' Association (CPMA) this week selected as its hit tune of the month for April the MGM recording of *My Mother's Arms*, by Eddy Howard, according to Sanford Levine, chairman of record promotion for the group. Disk is backed by Howard singing *My Mom*, which will be used in May during the Mother's Day period.

was in 1921. At the time he had been with the firm two years and knew that he had an opportunity to move ahead with the expansion of the firm. He was also a shortstop with a leading semi-professional team and had been offered contracts by four major league ball teams. He turned them down to stay in the coin field.

Bell-o-Matic staffers are now planning an April 1 party for their president. It will be held in the firm's Owl Room.

New Improved South Wind TONE ARM

"LIGHT AS A SOUTHERN BREEZE"



Games Complete with Volume and Tone Control Assembly

No Record Wear No Scratch Long Life

PERFECT REPRODUCTION—SIMPLE TO INSTALL

Just take off old tone arm, replace with South Wind—screw on volume and tone control box for present box—plug in—that's all.

Fits All Wurlitzer Phonographs. (Except Counter Models and P-12. When ordering 616 or earlier, please specify.)

FULLY GUARANTEED — ORDER TODAY

\$11.95

COMPLETE—POSTPAID

Standard equipment includes the Shure P-30 Xtal Cartridge with replaceable permanent needle. Users report 11,000 plays on this needle. JOBBERS' INQUIRIES INVITED

Phillips Distributing Co. 2816 Aldrich Avenue South Minneapolis 8, Minn.

COINMEN YOU KNOW

New York:

Martin Berger, of Cigaromat Corporation, reports that dies for the firm's selective cigar vender have been completed and that a pilot production run will start soon. . . **Mac Polley**, of United Phonograph Service, had his store closed recently while nursing a throat infection. . . **Sal Fornatora**, of Chick's Drinks, has returned from a short biz trip to Chicago.

Abe Benjamin, Massage - o - Mat prexy, claims about 200 of his coin operated massage units are on location. Current production is moderate, with new machines turned out as needed. . . **Joe Young**, head of Young Distributing, who handles Wurlitzer music equipment, is displaying venders and a shuffleboard in his showrooms. In addition to the Revco ice cream vender and the Falcon shiner now on hand, Young plans soon to take on a cigarette machine.

Murray Kaye, of Atlantic New York Corporation, Seeburg distrib, is helping his customers get top-money contracts by personalized sales talks on the Select-o-Matic. Ops often send in tavern owners for a demonstration of what the machine can do. . . **Willie Levey** took off for (See NEW YORK on page 113)

Baltimore:

The Amusement Machine Operators of Greater Baltimore (AMO) has expanded its membership to 90 operators and distributors and plans a thoro survey soon with a view to compiling a list of every pinball and juke box man in this area. . . **Frank Crowley**, vacationing in Florida, is no longer connected with the David Rosen Company.

Music box and coin machine operators have been reminded that the second-quarter, Baltimore city license payment is due April 1. . . **Irving Rosenthal**, of Irvin's Coin Machines, donated 200 phonograph records to the Altrua Guild for distribution to veterans hospitals in and around Baltimore. Rosenthal plans to continue this work. He is a former president of the AMO and is currently a member of its board of governors.

Charles Blumberg, of Standard Coin, and his wife are spending a few weeks in Florida. . . It's difficult nowadays to catch up with **Harry Rosenberg**, of Evans Sales & Service. He spends much of his time at the Biddle Theater, which he and his partner, **Moe Kaminsky**, operate. (See BALTIMORE on page 112)

St. John, N. B.

John H. Stephen, local coin machine distrib, formerly of Fredericton, N. B., and **Clare V. McLaughlin**, of Norton, N. B., were married here recently. After a reception in a St. John hotel, the couple left for a honeymoon to Quebec, New York and Michigan. They will make their home at Brookville, a suburb of St. John. Previously, for some years Stephen also operated a job printing shop along with his coin machine biz, but sold the printing service to devote all his attention to the machines. He covers Southern and Central New Brunswick.

Burbank, Calif.:

Leonard W. Conn, president of One Use Tooth Brush Corporation, has announced completion of firm's move here from Van Nuys, Calif. New address is 3118 West Magnolia Boulevard. Conn reports that a route of tooth brush venders in San Diego is fast becoming a standard-use type operation, popularizing the tooth brush vending idea and proving its public acceptance.

Los Angeles:

Paul Laymon, of the Paul A. Laymon Company, is trying out the new Pistol Poker game on several locations. It's being manufactured by a local firm. . . **N. Tarpenning**, Venice, Calif., coinman, was on coin machine row looking over new equipment. . . Another recent visitor was **M. E. Maltby**, of Santa Monica.

Jimmy Hume's new company is now Murphy-Hume instead of the Palm Springs Music Company. Incidentally, now that the earthquake scare that drove Easterners home at the beginning of the season, and the severe winter, have abated things are picking up at the springs. All locations report good grosses.

William R. Happel Jr., headman of Badger Sales, just returned from a biz trip to Palm Springs. It is reported he had some dealings with the Palm Springs Tobacco Company. . . **Ivan Wilcox** made one of his weekly visits to Pico Street last week.

Art Crane, Genco's local man, was showing some of his latest equipment to the boys in the C. A. Robinson Company showroom. . . **Harry Perrine** came up from Oceanside, (See LOS ANGELES on page 113)

Indianapolis:

James Riley, collector for the Janes Music Company, is confined at his home by an attack of influenza. . . **Mrs. Blanche Janes**, head of the Janes Music Company, is entertaining her friends and business associates by showing pictures taken recently while she was vacationing in Mexico. She filmed them for her projection machine in technicolor and has a collection of several hundred reels. . . **Mrs. Peter Stone**, of the Rock-Ola League of local teams interested in shuffleboard games with organizations in various parts of Indianapolis, reports there are now 40 new groups which started their first playing March 17 at different locations. They will have regular meetings for 10 weeks and then the champion team will be chosen and prizes awarded.

Clarence Hohman, of the Janes Music Company, was among the bowlers who won the city's champion crown. He is a member of the Kay Jewelry Company team which carried away the honors. . . **William (Bill) Merchant**, former district manager of the Packard Manufacturing Company, has returned to the city after an extended vacation in Mexico. He visited his many friends and business associates on coin row last week, looks fine and glad to be back, says he. . . **L. C. Kummeron**, assistant sales manager of the Rock-Ola Phonograph Division, spent last Thursday at the Indiana Automatic Sales Company, Rock-Ola distributors, discussing the firm's new program.

Detroit:

Rudy Schroeder, popcorn specialist, and **Harris Berger**, are incorporating the Telemat Corporation to sell vending machines. Capitalization is \$5,000. . . **Maurice J. Feldman**, of the Central Coin Machine Exchange, has returned from a 10-day business trip to Chicago, where he was looking over new equipment for future purchase.

Harry and Iz Levin, of Cadet Distributing Company, held open house in their new sales offices and warehouse on Woodward Avenue Friday (18). . . **Superdraulic Corporation**, which was working on development of a coin-operated ice cream vender, is now disposing of its inventory of the non-coin models, the only type actually produced. Hydraulic Products Company, from which Superdraulic took over the inventory, is now out of business, and the original design may be taken over by an Oregon firm.

Ray E. Dillenbeck, of the sales engineering department of Hurd Lock Company, is making a survey of the coin machine field in connection with merchandising and manufacturing plans for his firm.

Benjamin N. True Sr., who recently took over the Curtis Weighing Company, scale operators, as sole owner, after operating it as a partnership for several years, has left on (See DETROIT on page 112)

Hartford, Conn.

Cigarette Service, Inc., of 107 Meadow Street, New Haven, Conn., a new firm, has filed a certificate of incorporation with the office of secretary of state at State Capitol here, listing amount paid in cash, \$3,000; amount paid in property, \$14,000; president and treasurer, **John J. FitzGera'd Jr.**; vice-president, **David FitzGerald**; secretary, **Jean FitzGerald**, all of New Haven, Conn.; directors, same as the officers.

George F. Warner has been named vice-president of Cott Beverage Corporation, with home offices at New Haven, Conn. He will continue as comptroller and office manager of the concern. . . **Barney Sugarman**, of AMI Distributors, New York, was a recent Hartford visitor.

Ralph Colucci, owner of the State Music Distributing Company, local coin machine distributors, and also owner of the Record Shops, downtown retail record outlets, has concluded a three-week selling campaign on old records at his two record stores. He offered at half price all records released prior to October 1, 1948. Newspaper and radio advertising aided in the over-all promotional campaign for the sale. As soon as Colucci started the sales drive several independent downtown record shops duplicated his idea, offering old-time tunes at half price.

Chicago:

Nate Feinstein, Atlas Music Company, reported that firm's Des Moines office head, **Phil Moss**, was visiting the Chicago office last week. Phil brought with him glowing tales of Iowa acceptance of the Seeburg 100 Select-o-Matic. In addition to turning up substantial play boosts, after initial installation, the machine has proved that this hypoped play is maintained consistently thru subsequent months. New Seeburg units on Iowa locations for over eight weeks are proving magnetic coin-catchers, Phil vows. . . **Joe Kline** is trekking the Illinois high roads with new Atlas-ite **Robert Gabel**, who headed the John Gabel Manufacturing Company before that old-line juke maker closed last year. Gabel will have Illinois as his territory in representing Atlas on the new Seeburg machine.

Frank O. Doyle, sales manager for Alco-Deree Company, returned Tuesday (15) from his New York trip. Plans for vender, shoeshine machine and wall-box production are set and addition of other type units, such as a hot sandwich vender, are being examined.

Jim Guichard, head man at Perma-Top, reports the shuffleboard biz is growing every day. A showman, Jim has developed a new color combination playfield that will reach distributors in the next few weeks. . . (See CHICAGO on page 112)

Washington:

The **G. B. Macke Corporation** has installed a nylon stocking vender in the new State Department Building cafeteria. Here government girls suddenly caught with runs have a choice of two shades and six sizes to provide quick changes. The new machine was recently added to the cafeteria's collection of cigarette, coke, stamp, and candy dispensers.

The annual Metropolitan Police Boys' Club campaign went over the top of its \$250,000 goal by \$5,000, General Chairman **Wash B. Williams** announced at a board of directors meeting. This year's quota was double the amount previously sought. Coinmen subscribed more than \$15,000.

A thoro study of the nearby Montgomery County, Maryland, licensing and permit system has been ordered by **Frederic P. Lee**, president of the county council. The subject came to the attention of the lawmakers when a large amusement center in the area (See WASHINGTON on page 113)

Las Vegas, Nev.:

J. P. Seeburg, the Select-o-Matic manufacturer, and **Ted Patton**, Seeburg distributor here, are still wondering what their losses are following blizzards, which killed an estimated 25 per cent of Nevada's cattle. They jointly own a 640-acre ranch near here and have 300 head of registered Hereford cattle, a good part of which still are marooned on a mountain range.

City Treasurer **Margaret Walker** reports that parking meters recently set up here are showing a monthly gross of \$4,000 for 200 machines. . . **Don Means**, chairman of a project sponsored by the Las Vegas Exchange Club to send underprivileged children to summer camps, reports returns exceeding first hopes on 80 gum ball machines placed in mercantile spots to obtain funds.

Medicine Hat, Alta.:

Parking meters will be installed in the downtown area of Medicine Hat. Deal was concluded by city council with **R. G. Smith**, Edmonton, representative of the Dual Parking Meter Company.

Calendar for Coinmen

April 24-29—National Association of Tobacco Distributors (NATD), annual convention and exhibit, Statler Hotel, New York.

April 25-26—Five States Music Convention, annual convention and exhibit, Hotel Radisson, Minneapolis.

April 25-26—Iowa Automatic Music Operators' Association (IAMOA), quarterly meeting, Hotel Radisson, Minneapolis.

April 25-26—South Dakota Phonograph Association (SDPA), quarterly meeting, Hotel Radisson, Minneapolis.

June 5-9—National Confectioners' Association (NCA), annual convention and exhibit, Stevens Hotel, Chicago.

July 26-28—National Association of Music Merchants (NAMM), annual convention and exhibit, Manhattan Center Exhibition Hall, New York.

(Association officials are invited to submit convention information to the Coin Machine Editor, The Billboard, 155 North Clark Street, Chicago, for listing in this calendar.)

IMMEDIATE DELIVERY
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BALLY CITATION AND COAL TOWN
EVANS WINTER BOOK AND
AL. NEW MILLS SLOTS
GOOD RECONDITIONED SLOTS

Dallas, Bowling Champ, Majors '49, Swanee, Big Top, Ramona.
A good list of late used Pin Games, Consoles and Slots for summer operators.

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Only One Mile South of the George Washington Bridge on 9 W. New Jersey.

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SEEBURG
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COINMEN YOU KNOW

Detroit:
(Continued from page 111)
a business trip to Cincinnati and the Alabama territory. . . . **Isidor Edelman**, of the Edelco Manufacturing Company, is away on a week's business trip to New York; his partner, **Samuel J. Rose**, plans to leave for Florida upon his return.

Arthur P. Sauve, founder of A. P. Sauve & Son, is expected back from Florida the end of April, with his son, **Dale Sauve**, managing the business in his absence. . . . **Bill Hewitt**, of Conway, Mich., who operates a route of music, games and other machines, was in town on one of his rare trips. . . . **Don Barrett**, Port Huron operator, is contemplating adding shuffleboards to his operation. . . . **Dale Sauve** paid a visit to a number of Chicago manufacturers last week.

Al Curtis, of the Curtis Coin Machine Company, says what the coin machine business here needs most is some new equipment to give the patrons more novelty.

Chicago:
(Continued from page 111)
Several manufacturers have spent a few days in the past week in La Fayette, Ind., where **Herman Paster**, **Mayflower** and **Paster Distributing**, is hospitalized following a head-on crash between his car and a small truck.

Billy De Selm and **Ray Riehl**, **United Manufacturing Company**, are busy keeping the shipments on the firm's current game, **Ramona**, going out on schedule. Meanwhile they, together with **Lyn Durant** and **Herb Oettinger**, are usually spending part of their time each day with the flock of visitors who come to the plant. **Herb** has also been busy attending meetings of the board of directors of the Coin Machine Institute where he is also secretary.

H. F. (Denny) Dennison, head of **Dennison Sales Company**, is getting ready to leave on another protracted road trip. **Denny**, whose family is still in Englewood, N. J., says he wants to move them to Chicago as soon as his daughters are thru with the current school term. Meanwhile, says **Denny**, it's a lonesome life as he hasn't been able to spend any time at home since January 2. He reports **Solotone** installations are steadily growing thruout the country.

J. F. Frantz Manufacturing Company reports that deliveries on its new **General** scale this year have exceeded the entire 1948 sales of its former **Aristo** line. **John Frantz**, firm head, says that the scale business is really undergoing a revival this year and that he has had to increase production to catch up on the growing backlog of orders.

Monarch Shuffleboard's Roy Bazelon says that deliveries have started on the firm's floor model scoreboards. Complete unit includes a stand of chrome steel tubing. . . . **Herman Paster**, head of **Mayflower** and **Paster** distributing companies, continues on the road to recovery from his recent Indiana accident.

Mills Automatic Merchandising Company's Chicago operation (firm operates in six other cities) completed moving its headquarters to the **Mills Industries** plant on Fullerton Avenue last week. A subsidiary of the manufacturing firm, the operating company includes candy, gum and scale equipment among its equipment. . . . **Walter Ashton**, general manager of **Searles Welding & Manufacturing Company**, will release details of the new square-carton dairy drink vender soon. Unit employs a spiral delivery mechanism designed by **Ashton**.

Vendall Service Corporation is expanding its bulk vender operation, adding a number of new penny and nickel machines to complement its candy bar units. Firm's manager, **William Fuller**, looks for increased returns as a result of being able to furnish a varied line of merchandise. . . . **Anton (Tony) Obelsinski**, heading **Devices Novelty Sales**, is looking forward to steadily upswinging business during the spring and summer. His line of bulk and console venders, of all types, is drawing increased attention.

Vince Shay, **Bell-o-Matic** president, and **Marvin Bland**, owner of the **Indiana Music Company**, **Terre Haute, Ind.**, went to Washington March 16 to attend the annual dinner of the **Friendly Sons of St. Patrick** on the following evening. They went as retired **Federal Judge Oscar Bland's** guests. The jurist is **Marvin's** uncle. While in the nation's capital they also attended a party as guests of **President Truman**.

Al Stern and **Wally Fink**, **World**

Baltimore:
(Continued from page 111)
Tho the boys employ a manager at the theater, **Rosenberg's** intimates suspect he carries at the amusement emporium because he gets a big boot out of watching the movies.

A bill was introduced in the **Maryland House of Delegates** last Thursday (10) to specify that "amusement licenses issued in Baltimore city shall henceforth be termed amusement permits." The measure was referred to the city delegation. . . . **Calvin Fradkin**, of the **Parkway Machine Company**, is slightly miffed at that long-legged bird for leaving another male heir when the **Fradkins** specifically ordered a daughter. The new arrival's name is **Gary Marvin**, and he checked in March 10 at **Sinai Hospital**, tipping the scales at seven pounds three ounces.

Chicago Coin's new pistol game is on display at **Hub Enterprises**. Favorable reports on its performance are rolling in from operators. . . . The **AMO** is taking steps to get a ruling from the city on the tangible property tax. Much confusion exists among coinmen as to the various rates of assessment levied on equipment.

Department store sales in Baltimore for the week ended March 5 were 21 per cent less than in the comparative 1948 week, according to a **Federal Reserve** report. . . . Five-ball games getting a big play here include **Gottlieb's Bowling Champ**, **Williams' Dallas** and **Chicago Coin's Majors** of 1949. . . . **Genco's Big Top** is being awaited here.

Local coinmen who own television sets chuckled over comedian **Sid Caesar's** celebrated impersonation of a penny chewing gum machine on the **Admiral Revue** show March 11. The comic panicked televiewers as he mimicked the whirring mechanism and related the trials and tribulations of a poor ill vending machine.

Moe Kaminsky, of **Evans Sales & Service**, scurried around last week getting things ready for the gala birthday party of his daughter, **Marsha Ann**, who just turned four. **Pop's** an amateur movie camera hobbyist and cartoons were definitely a part of the program. Twenty of **Marsha's** playmates were on hand to see her blow out the candles.

Mr. Merson, of the **Wico Corporation**, **Chicago**, was in town telling coin machine distributors about the new type bumpers on five balls. . . . The **Maryland Senate** last Thursday (10) passed a bill to provide for a referendum on the operation of bell machines in **Charles County**. The measure now goes to the House. . . . The board of governors of **AMO** met in the offices of **Jacham, Inc.**, last Saturday (12).

Governor Lane has served notice there will be no relief for the harried State taxpayer for quite awhile. Tax reductions are not only impossible now, he explained, but unlikely at the next (1951) legislative session as well. The reason is high expenditures, including an enormous construction program for mental and tuberculosis hospitals which will wipe out the present surplus of \$23,539,325.

Wide Distributors, report acceptance of their **Mercury '49-er** shuffleboard has been above expectations. Board features black die-stock playing field, can be converted to two rebound shuffleboards. . . . **Monty West**, former sales service engineer for **AMI**, may soon be in the operating end of the business. Since he left the music machine manufacturer he has been traveling thru **Wisconsin, Illinois** and other **Midwest States** looking for a suitable route. He says that most any top location in the area now includes one or more shuffleboards.

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UNIVERSAL'S
"ARROW BELL"
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TERMS: 1/3 cash with order, balance C. O. D.
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- GOLDEN NUGGET 425.00
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PLAY 2 n 1 BOARD

More Action!
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Play on a Hardwood Alley
For Perfect Bowling and Shuffle

Overall length of table, 9 ft. 8-ft. maple hardwood alley. Can be placed in:
SMALL TAVERNS • RESTAURANTS • SCHOOLS • HOMES • AMUSEMENT CENTERS • RECREATION CENTERS.

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1/3 Deposit, Balance C. O. D.

OHIO SPECIALTY COMPANY
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Los Angeles:

(Continued from page 111)

halfway between Los Angeles and San Diego, to lay in some new games for the summer season. If the fog will stay away all the beach resorts should have a good year. At least, that's the word going around.

Fred Gaunt is going to spend the next few months on the desert to recuperate from his recent illness. Bud Parr, of System Amusement Exchange, had to call in Marvin Jones from the road in order to take over Gaunt's vacated spot. Business in the firm's Olympic Shuffleboard is holding up, which should make Fred happy.

Phil Robinson is now showing off Chicago Coin's new Pistol, a ray gun gallery. If local interest is any criterion it should go. . . . Jack Arnold was in town from his Barstow headquarters. Another visitor was R. T. Frazier, San Diego coin machine operator.

Bernie Knott, of Arcadia, just bought out his partner Art Weiss. Knott will handle the coin machine business himself. Weiss is taking a flier on a used car sales lot in Alhambra. . . . Clyde Denlinger was telling Ed Wilks all about his recent trip to Chicago. Denlinger's territory down around Laguna Beach looks good also for the summer months. . . . Al Cicero was down from Santa Maria again.

Jim West, of the Arcadia Amusement Company, Arcadia, made one of his infrequent trips to coin machine row. . . . Clyde Truss was up from Oceanside. . . . William Sparrow, of Santa Barbara, was also making the rounds.

Jack Simon, of Sicking Distributors, returned from his out-of-State business trip. . . . Ted Ramsey, who operates in the mountain country up around Tehachapi, was in town for the first time in months. William Anderson, of Honolulu, was looking over some more games before returning to the islands. . . . Lela Smith, of Barstow, was in town.

Aubrey Stemler, of Stemler Distributors, is showing the new Catalina Rebound Shuffleboard. . . . Jack Millsbaugh, of the Western Shuffleboard Company, headed north for Portland again. The shuffleboard business seems to be booming in the Northwest. Other recent visitors here were Mr. and Mrs. R. A. Hendricks, of Hanford; Floyd Stover, Fontana; Orville Kindig, Long Beach, and Jack Mallett, Claremont.

Washington:

(Continued from page 111)

applied for renewal of its license. Heretofore, amusement licenses have been issued automatically without inspection, one council member said. The inquiry will probably be carried into the vending machine licensing system, the spokesman continued. Under present county regulations, dispensers selling products costing between a penny and a nickel are taxed \$1 annually. Those with goods retailing for over 5 cents are charged \$2 a year. All licenses are renewable in May and no inspection is required, according to the county clerk's office. Juke boxes are licensed at \$10.50 a year. Pinball games are not taxed or licensed.

Sherbert Sales Skid

WASHINGTON, March 19.—While the decline in ice cream production over the past few years has been small, sherbert production has fallen to rock-bottom, Agriculture Department has disclosed. Last year 11,850,000 gallons of sherbert were made, representing a drop of 68 per cent from the 1942-'46 average of some 36,000,000 gallons.

In comparison, ice cream production of 568,735,000 gallons in 1948 was only 10 per cent below 1947 and some 14 per cent under 1946 output. Production last year was actually 13 per cent above the 1942-'46 average of about 500,000,000 gallons.

New York:

(Continued from page 111)

Florida this week. There he will meet up with his partner, George Holtzman, who headed south a week earlier.

Bob Rodner, of United Automatic Vending, reports the drink vending firm has settled down in its new headquarters at 398 Jackson Avenue in the Bronx. . . . Chicago Coin's Pistol and International Mutoscope's Cross Country Race are among the new pieces of equipment getting heavy play at Max Schaffer's Broadway Sports Palace.

Lewis Vending Service is in new and larger quarters at 11 Watson Avenue, Newark, N. J. . . . Julius Levy, district representative for Lehigh Foundries, now conducts his biz from offices at 608 Fifth Avenue. Levy also heads Miracle Automatic Sales, operating firm with more than 100 nylon venders in city locations.

Tony (Rex) DiRenzo, co-owner of Rex-Lee Enterprises with Leo Knebel, left for Boston late last week on a three-day buying trip. He's on the search for used Aireons for a custom conversion job the firm turns out. DiRenzo may head for North Carolina next. . . . John Helfer, associated with several coin machine outlets here, on jury duty this week.

Cup vender ops who have their eyes on city contracts for operating rights in the subway will be spending a good part of the next two weeks checking over the specifications just released by the board of transportation. Bids will be called for after ops record objections at an open hearing, Monday (28). At least 300 cup venders are to be installed in station.

Herman Bremer, of Lyceum Manufacturing, reports that he has started the production line for the firm's new coffee machine. Fifty units will be turned out in the pilot run. Charles Gondolfo, Lyceum chief who also owns an automobile dealership in the Bronx, has preemed the new Plymouth. Distrib plans for his coffee vender are to be announced soon.

Willie Iversen, who works for Mac Pollay at United Phono Service, has booked passage for his wife, Sally, and their daughter, Karen, for a trip to his native Norway. Iversen has been in this country for nine years now, and the main purpose of the trip is for his mother to meet Karen, age 4½, whom she has never seen.

Joseph Rake, of Philly's Rake Coin Machine Exchange, is back at his desk after 30 days in Florida. . . . Nat Goros, of Commercial, who recently formed Tish-U-Vend to produce Kleenex Pocket-Pack venders, expects to offer the merchandiser to ops soon. . . . Lou Herman, of County Amusement, returned last week from a Florida vacation. His daughter, Audrey, is to be married in June.

Jerome Kaufman, of the National Association of Tobacco Distributors, is busy working out details for the org's convention at the Statler Hotel here next month. He says the official program will be released soon. . . . Sal Trella, of Elkay Amusement, took off for Florida again this week. This winter he practically has been a commuter between the Southern resort and his city operation.

Al Denver, president of the Automatic Music Operators' Association, is chairman of an industry committee to raise funds in connection with the United Jewish Appeal's current campaign. Committee members who have joined to date include Charlie Aronson, of Brooklyn Amusement; Joe Green, of United Music Company, Long Island; Max Weiss, of M. W. Vending; Meyer Parkoff, of Atlantic New York, and Jack Semel. The group held its first meet Thursday (17).

VOX JOX

A National Accounting of Disk Jockey Activities

(Continued from page 46)

TUNE TOUTING . . . John Chase, WHFB, Benton Harbor, Mich., writes that "You Can't Be True Dear" is still one of his most requested—not the English version, but Will Glahe's Victor platter made in Germany. . . . Bill Carter, KEBE, Jacksonville, Tex., reports "a lot of success with Zeb Meissner's 'New Dixieland Jazz' album on MGM." . . . Charles Phillips, WBBB, Burlington, N. C., is pushing Perry Como's "Blue Room," and hopes "other deejays will plug it because it's a sensational waxing of the Rodgers-Hart tune." . . . Irene Zepp, WMCK, McKeesport, Pa., says that Don Reid's platter of "Hurry, Hurry, Hurry" on the Peak label "is really hurrying along in great fashion in this area." . . . Wayne Bell, WFTM, Maysville, Ky., is all out for a standard transcription—Jeri Sullivan's "Regular Man."

FOLK FARE . . . Loyal listeners to Shorty's "Old Chisholm Trail" show complained when the State basketball tournaments knocked out the show for a few days. They rapped the sports staff—not realizing that the chief sports announcer, Paul Schroeder, is really Shorty himself. . . . Le Roy Morris, pilot of "R. F. D. 1490" at WEAR, Pensacola, Fla., is promoting Buddy Pelham and His Texas Pals, World recording artists. . . . Casey Clark, hillbilly band leader, is piloting the first folk disk show at WGNT, Centralia, Ill.

WESTERN WAX WHIRL . . . Jerry Hemphill, formerly with the Lionel Hampton and Tiny Bradshaw orks as pianist, trumpeter and vibes man, is turning tallow at WDET, the new United Automobile Workers' station in Detroit, with a show called "Jazz Corner." Hemphill is also doubling as music librarian. . . . Jim McDowell, WHFB, Benton Harbor, Mich., is playing old time platters on his morning show. . . . Jack Karey, WSIV, Pekin, Ill., has two-way phone chats with listeners aired on his early-riser show. . . . Paul Howard, WTRF, Bellaire, O., has scored with the polka program he recently inaugurated.

CONTEST TO END CONTESTS . . . Alan Cummings, all-night conductor of the "Yawn Patrol," WWDC, Washington, has launched a contest: Complete the sentence, "I hate contests because —" Grand prize is a box top.

Supplies In Brief

Sugar Stocks

WASHINGTON, March 19.—Sugar stocks on hand at the end of January were a half-million tons below those at the same time last year, Agriculture Department reported. Stocks totaled 1,348,461 tons, as compared with 1,841,464 tons February 1, 1948.

A drop in the price of corn, resulting in "sharp declines" in the price of corn sugar and sirup, is expected to hike sales of corn sweetening products at the expense of cane and beet sugar, the agency predicted. Last year 355,883 tons of corn sugar and 113,479 gallons of corn sirup were sold.

Nat'l Employment Record

WASHINGTON, March 19.—Employment last year was at an all-time high of 59,530,000, Census Bureau announced. Average employment last year surpassed the previous record set in 1947 by 1,500,000. During last year, the number of workers ranged from a low of 57,000,000 to a peak of 61,500,000 during the summer.

With employment showing a large upswing last year, unemployment, which averaged 2,000,000, was the lowest since 1929, when the labor force was much smaller, the bureau pointed out. The employment expansion took place entirely in non-agriculture work. Farm employment actually declined slightly from 1947.

December Candy Biz Off

WASHINGTON, March 19.—Dollar sales of candy manufacturers in December were down, according to a Commerce Department report. The 8 per cent decline from the previous December, however, did not prevent 1948 totals from passing the billion-dollar mark for the first time in history.

December figures of \$74,466,000 were 16 per cent below those of November. December to December com— (See Supplies in Brief, page 118)

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SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)
 (Continued from page 29)

Songs	Pub.	Add										Tot		
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV		CI	CV
Down by the Station	American Academy	1	7	1	1	0	4	1	3	0	11	1	1	74
Dreamer With a Penny (All for Love)	Simon	4	6	0	3	0	2	0	3	2	6	0	3	72
Far Away Places	Laurel	0	10	0	8	0	2	0	8	1	9	0	8	141
Galway Bay	Leeds	1	7	0	10	0	4	3	8	0	2	0	8	150
If I Could Be With You (Flamingo Road)	Remick	5	7	1	2	3	3	3	5	7	1	1	3	101
It's a Big, Wide, Wonderful World B.M.I.		6	8	0	2	3	4	1	3	5	10	0	3	94
I've Got My Love To Keep Me Warm	Berlin	4	1	1	6	4	4	2	8	8	4	0	5	129
Johnny Get Your Girl	Bourne	4	2	0	2	2	5	2	2	0	0	0	2	52
Just Reminiscing	Encore	7	8	0	2	0	3	0	2	10	8	0	3	83
Look Up	Patmar	3	2	0	2	0	0	0	3	2	12	0	2	61
Molly O'Reilly	Southern	2	5	0	6	0	0	0	5	4	0	0	5	80
My Dream Is Yours (My Dream Is Yours)	Witmark	7	24	0	6	5	15	3	11	11	13	0	5	234
Once in Love With Amy (Where's Charley?)	E. H. Morris	3	4	0	3	0	1	0	4	0	7	0	4	71
Powder Your Face With Sunshine	Lombardo	2	3	0	7	0	1	0	7	2	2	0	8	116
Red Roses for a Blue Lady	Mills	5	4	1	4	1	4	2	4	1	1	1	5	99
So in Love (Kiss Me, Kate)	T. B. Harms	3	6	1	13	4	2	0	13	14	12	0	11	229
Someone Like You (My Dream Is Yours)	Harms, Inc.	3	10	0	3	3	8	2	5	3	3	0	3	103
Sunflower	Paramount	2	10	1	6	1	8	5	9	2	11	0	7	180
Underneath the Linden Tree	LaSalle	8	5	0	1	3	1	5	1	4	2	0	0	54
While the Angelus Was Ringing	Melody Lane	8	7	2	3	3	3	1	5	3	0	0	3	87
You Was	Crystal	2	5	0	2	0	1	0	2	0	6	0	2	58

RECORDS MOST PLAYED BY DISK JOCKEYS
 (Continued from page 29)

POSITION	Weeks Last	This	to date	Week	Week	Label
1	—	13.	FOREVER AND EVER.....	P. Como-M. Ayers.....	Victor 20-3347—ASCAP	
						(R. Morgan Ork, Decca 24568; G. Fields, London J62; H. Carroll & Carolers, Mercury 8282; D. Shore-H. Zimmerman Ork, Columbia 38410; M. Whiting, Capitol 15386)
11	—	14.	LAVENDER BLUE.....	D. Shore-H. Zimmerman Ork...	Columbia 38299—ASCAP	
2	28	15.	CRUISING DOWN THE RIVER.....	F. Carlis Ork-M. Hughes.....	Columbia 38411—ASCAP	
18	9	16.	A LITTLE BIRD TOLD ME...E. Knight-The Stardusters.....	Decca 24514—ASCAP		(P. Watson, Supreme S-1507; Smokey Rogers, Capitol 15326; Blue Lu Barker, Capitol 15308; S. Shephard-B. Martin Ork, Spotlite 502; The Wayfarers, London 389; J. Wayne-J. Davis, Columbia 38386; R. Murphy, Victor 30-3320)
9	25	17.	CONGRATULATIONS.....	J. Stafford.....	Capitol 15319—BMI	(T. Bencke Ork, Victor 20-3237; F. Carlis Ork, Columbia 38372; C. Cross Ork, Sterling 4003)
1	—	18.	SUNFLOWER.....	J. Fulton-E. Ballantine.....	Tower 1454—ASCAP	
9	17	19.	LAVENDER BLUE.....	S. Kaye Ork.....	Victor 20-3100—ASCAP	
8	21	20.	CARELESS HANDS.....	S. Kaye Ork.....	Victor 20-3321—ASCAP	
4	19	21.	POWDER YOUR FACE WITH SUNSHINE.....	Blue Barron Ork.....	MGM 10346—ASCAP	
1	—	21.	SO IN LOVE.....	D. Shore-H. Zimmerman Ork.....	Columbia 38399—ASCAP	(P. Page, Mercury 8230; B. Crosby-V. Schoen Ork, Decca 24559; A. Drake-L. Engel Ork, Victor 20-3352; J. Harvey-H. Winterhalter, MGM 10359; G. Lombardo Ork, Decca 24572; T. Dorsey Ork, Victor 20-3331; B. Brees-The Merrymakers, Spotlite 508)
1	—	23.	GALWAY BAY.....	Clark Dennis-B. Cole Ork.....	Capitol 15403—ASCAP	
2	28	24.	"A"-YOU'RE ADORABLE...Jo Stafford-G. MacRae-P. Weston Ork.....	Capitol 15393—ASCAP		
9	13	24.	FAR AWAY PLACES.....	B. Crosby-K. Darby Choir.....	Decca 24532—ASCAP	
1	—	24.	HURRY! HURRY! HURRY! D. Reid.....	Peak 800		(H. James Ork, Columbia 38428; Three Suns, Victor 20-3399)
7	14	24.	GALWAY BAY.....	B. Crosby...Decca 24295—ASCAP		
3	26	28.	IT'S A BIG, WIDE, WONDERFUL WORLD.....	B. Clark.....	Columbia 38370	(The Unitones, London L 413; J. Fina Ork, MGM 10372; M. Whiting-J. Smith-Crew Chiefs-F. DeVol Ork, Capitol 15394; L. Green Ork-R. Dorsey, Victor 20-3358)
1	—	28.	FAR AWAY PLACES.....	D. Shore...Columbia 38356—ASCAP		
3	—	28.	BEAUTIFUL EYES.....	A. Money.....	MGM 10357—BMI	(L. Fotine Ork, Decca 24579; I. Fields Trio, Victor 20-3388; D. Casino-The Larks, Rainbow 10091; B. Brees-The Spotlite Ork, Spotlite 511)

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 40)

- Song of the Islands
B. Pollack Ork (Looking at) Coral 60039
- Take Me Out to the Ball Game
G. Kell-B. Garrett (Yes Indeedy) MGM 30193
- Tarra Ta-Larra Talar
P. Terry-S. McWilliams Ork (Lavender Blue) Spotlite 501
- Teddy Bear's Picnic
P. Green Ork (Mosquito's Parade) MGM 30194
- Texas Hop
E. Hawkins Ork (I Wish) V 20-3408
- That's Right
W. Herman Ork (I Got) Cap 15427
- The Bible on the Table and the Flag Upon the Wall
K. O'Rourke (You Don't) Bandwagon 520
- The Horn
B. Webster Ork (Woke Up) Brunswick 80103
- The Little Old Church Near Leicester Square
G. MacRae-P. Weston Ork (A Chapter) Cap 15425
- The Pussycat Song
G. Elwood-P. Terry-B. Martin Ork (Bella Bella) Spotlite 503
- The Secret Music of China Album—Ork. Chorus & Cast-A. Lazzlo, Dir. (4-10") Col C-172
- Cricket Fight . . . Col 38311
- Ghosts of the Great Wall . . . Col 38310
- Jade Lady . . . Col 38312
- Lantern Street . . . Col 38313
- On a Flower Boat . . . Col 38313
- Pigeon Serenade . . . Col 38311
- Rape of Nanking . . . Col 38310
- Yellow River . . . Col 38312
- The Story of My Life
M. Whiting-P. DeVol Ork (When Is) Cap 15424
- The Three Suns Serenade Album—The Three Suns (3-10") V P-241
- Frasquita . . . V 20-3364
- Penthouse Serenade . . . V 20-3364
- Serenade . . . V 20-3363
- Serenade . . . V 20-3365
- Serenade in the Night . . . V 20-3365
- The Donkey Serenade . . . V 20-3363
- Tu Sei Belle, Signorina
D. Dennis (Do You) Gold Medal GM 950
- Underneath the Linden Tree
B. Darnel (Do You) Abbey 53
- What's My Name?
B. Eckstine (Somehow) MGM 10363
- What's My Name?
P. Terry-Merrymakers (So Tired) Spotlite 509
- When I Come Back Crying
C. Bonwell-The Satisfiers (You Can't) Coral 60040
- When Is Sometime?
M. Whiting-P. DeVol Ork (The Story) Cap 15426
- When You Were a Tulip
Main Street Siring Band (Keep a) V 20-3415
- When Your Old Wedding Ring Was New
L. Vincent Ork (I Came) Pearl 23
- Whispering Waters
B. Clark (A Chapter) Col 38443
- Why Can't You Behave?
J. Stafford-P. Weston Ork (Once and) Cap 15424
- Woke Up Clipped
B. Webster Ork (The Horn) Brunswick 80103
- Yes Indeedy
G. Kelly-B. Garrett (Take Me) MGM 30193
- You Can't Say I Didn't Try
C. Bonwell-The Satisfiers (When I) Coral 60040
- You Don't Care
K. O'Rourke (The Bible) Bandwagon 520
- You, You, You Are the One
M. Law-B. Martin Ork (Beautiful Eyes) Spotlite 511
- You're My Darlin'
J. Carroll Ork-S. MacGregor (Merry-Go) Carroll 5094

LATIN-AMERICAN

- Arnulfo Gonzalez
Los Conquistadores (Una Cancion) V 23-1185
- Bajo Mi Cielo Andaluz
J. Artaeta Ork (Ojos Verdes) V 23-1189
- El Guero
Trompas Y Grenas (Luz Elctrica) V 23-1188
- La Paloma
Trio Calveras (Rancho Grande) V 23-1187
- Los Cuatro Gatos
S. Alvarez-G. Cervera Ork (Mi Querido) V 23-1188
- Luz Elctrica
Thompas Y Grenas (El Guero) V 23-1186
- Mi Querido Capitan
S. Alvarez-G. Cervera Ork (Los Cuatro) V 23-1188
- Ojos Verdes
J. Artaeta Ork (Bajo Mi) V 23-1189
- Una Cancion De Guaymas
Los Conquistadores (Arnulfo Gonzalez) V 23-1185

CLASSICAL

- Viennese Songs (3-12") . . . M. Lietegg-Tonchall Ork, Zurich, V. Reinshagen, Dir.
- Elite A 204
Friends, Life Is Worth Living . . . Elite SE 7013
- Have I Just Your Love . . . Elite SE 7006
- I Can't Be Sure . . . Elite SE 7042
- When There Is Hope . . . Elite SE 7005
- You're My Sunshine . . . Elite SE 7006
- Yours Is My Heart Alone . . . Elite SE 7013

INTERNATIONAL

- Bachelor Waltz
V. Zembruksi (Oh My) Continental C-780
- Be-Bop Polka
V. Zembruksi (Blue Skirt) Continental C-1260
- Blue Skirt Waltz
V. Zembruksi (Be-Bop Polka) Continental C-1260
- Drunker's Lament
V. Zembruksi (Hej. Id) Continental C-776
- Happy Musicians Polka
J. Mazanec Ork (Hej Panimano) Continental C-24
- Hej, Id Z Te
V. Zembruksi (Drunker's Lament) Continental C-776
- Hej Panimano
J. Mazanec Ork (Happy Musicians) Continental C-24
- I Left My Wife Behind
V. Zembruksi (Memories of) Continental C-778
- Italian Street Scenes Album—A. De Bernardi Ork (3-10") Cap CC-140
- Fantasy-Tango . . . Cap 10203
- Gloria-Square Dance . . . Cap 10203
- Happiness-Polka . . . Cap 10202
- Neapolitan Tarantella . . . Cap 10201
- Old Italy Waltz . . . Cap 10202
- The Pretty Florentine-Mazurka . . . Cap 10201
- Jollet Waltz
F. Yankovic Ork (Patriot) Continental C-1237
- Lullaby Oberek
V. Zembruksi (Ryp Cium-Pyp) Continental C-779
- Memories of a Farewell
V. Zembruksi (I Left) Continental C-778
- Oh, My Aching Back
V. Zembruksi (Bachelor Waltz) Continental C-780
- Patriot
F. Yankovic Ork (Jollet Waltz) Continental C-1237
- Ryp Cium-Pyp Cium
V. Zembruksi (Lullaby Oberek) Continental C-779

CHILDREN

- Aesop's Fables (Lion & Mouse Album)
J. Marlowe . . . Black & White 411
- Aesop's Fables (Silly Donkey Album) (1-10")
J. Marlowe . . . Black & White 401
- Animals of Farmer Jones & Schumann's Happy Farmer Album (1-6")
I. Wicker-G. Mack-M. Miller Ork . . . Golden 13
- Four New Stories Album (2-10")
M. Martin George . . . Damon D. K. 1
- A Bear and a Bee . . . Damon DK-1056
- Honey Rabbit . . . Damon DK-1055
- The Horse With the Curly Tail . . . Damon DK-1056
- The Kitten and the Clock . . . Damon DK-1055
- Grimm's Fairy Tales (Doctor Know All Album)
E. Ross . . . Black & White 421
- Grimm's Fairy Tales (Dragon & His Grandmother) Album (1-10")
E. Ross . . . Black & White 431
- Grimm's Fairy Tales Album (1-10")
E. Ross . . . Black & White 451
- (Musicians of Bremen)
- Grimm's Fairy Tales (Three Feathers) Album (1-10")
E. Ross . . . Black & White 441
- Learning Songs Album
A. Van Wey . . . Jub 2
- Lullabies Album (1-10")
A. Van Wey . . . Jub 1
- Rockabye, Baby Album (1-6")
A. Lloyd-The Sandpipers-M. Miller Ork . . . Golden 28
- Songs To Grow on Album (1-10")
W. Guthrie . . . Jub 4
- Songs To Grow on Album (1-10")
W. Guthrie . . . Jub 6
- The Seven Dwarfs Album (1-6")
G. Mack-The Sandpipers-M. Miller Ork . . . Golden D1
- Traditional Children's Songs Album (1-10")
A. Van Wey . . . Jub 5
- Turkey in the Straw Album (1-6")
M. Stewart-The Sandpipers-M. Miller Ork . . . Golden 17

HOT JAZZ

- Be-Bop Boogie
C. Frazier (Sweet Lucy) Alben 106
- Blues All the Time
Panama Francis & His All Stars (That Old) Gotham 173
- Boulevard Boogie
"Wild" Bill Moore Ork (Home Coming) Apollo 789
- Budandy
C. Barnet Ork (Moods) Apollo 785
- Coastin' With J. C.
J. C. Heard Ork (Sugar Hips) Apollo 790
- Home Coming Boogie
"Wild" Bill Moore (Boulevard Boogie) Apollo 789
- Mango Mangu
C. Parker-Machito Ork (Okledoke) Mer 11017
- Moods
C. Barnet Ork (Budandy) Apollo 785
- Okledoke
C. Parker-Machito Ork (Mango Mangu) Mer 11017
- Sugar Hips
J. C. Heard Ork (Coastin' With) Apollo 780
- Sweet Lucy
C. Frazier (Be-Bop Boogie) Alben 106
- That Old Black Magle
Panama Francis & His All Stars (Blues All) Gotham 173
- You Came Along
T. Napoleon Trio (Bop Sixty) Manor 1172

Jem-Wood Develops Chemical for Boards

LOS ANGELES, March 19.—The Jem-Wood Shuffleboard Sales Corporation has developed a new chemical called "polymoin" which is sprayed on a maple playing surface and then baked into the wood. The chemical prevents hand perspiration on the top, according to a company spokesman and eliminates peeling of the surface in case a puck is dropped.

Four climatical adjusters are standard equipment with each board, it was stated. A black top is optional at the same price. The base of the board is sand-blasted fir which won't scuff or marr, it is claimed.

The board comes in 16, 18, 20 and 22-foot lengths. Distributors are now being appointed.

NCA Asks Huddle With FTC On Trade Practices Rules

CHICAGO, March 19.—Philip P. Gott, president of the National Confectioners' Association (NCA), announced that the organization had made application to the Federal Trade Commission (FTC) for a trade practices conference for the confectionery industry. Action was authorized by the NCA board of directors after a vote of candy manufacturer members indicated that a conference was desired by the majority.

Gott declared that if the FTC accepts the application a series of conferences will be scheduled for the purpose of discussing "practices or methods of competition which should constitute the basis for rules." It will most likely be several weeks before FTC notifies NCA of its decision, he concluded.



NOTICE!
Incorrect price of \$250.00 listed on 12 Evans Winter Books in our ad on Page 134 March 19 issue. Correct price is \$350.00.
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Wurlitzer 1015 ..	345.00
Seeburg 146 ..	350.00
Seeburg 147 ..	425.00
Rock-Ola 1426 ..	325.00
Bing-A-Rolls ..	250.00
Hi Rolls ..	175.00
Hoop-A-Rolls ..	95.00
Advance Rolls ..	75.00
Pitch 'Em and Bal 'Em ..	275.00
All Stars ..	195.00
Chicago Coin Midget Ekeeball ..	285.00

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Record Reviews

(Continued from page 38)

RATINGS (100 Point Maximum)
90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL
				DISK JOCKEY
				DEALER
				OPERATOR

FOLK
LUKE WILLS' RHYTHM BUSTERS
Victor (21-0020)
Corn Fed Arkansas Gal 57--57--56--58
Ordinary hill ditty gets a casual treatment.
A Woman Was the Cause of It All 55--55--54--56
No spark here, either.

RED FOLEY
(Decca 46181)
Tennessee Border 85--85--84--86
Powerful warbling and backing — including a swinging organ—of a potent hill ditty make for what looks like a top folk disk.
Candy Kisses 82--82--81--83
Foley's "Kisses" is a persuasive one.

THE PRAIRIE RAMBLERS
(Mercury 6167)
Just a Minute 74--74--74--74
Country jazz rendition of a recitative novelty ditty a la Tex Williams. Material is amusing.
Wish I Was On That Train 84--84--84--84
Song here is top caliber, and the rendition does it all justice. Ditty would make a fine rhythm ballad for pop warblers.

DEUCE SPRIGGENS
(Tex Williams Ork) (Capitol 15405)
Sunflower 71--72--70--72
Kansas-boosting hit gets the Western treatment here. Could pick up coin where the more cityfied crooners are taboo.
Red Hot Mama 66--66--65--70
Chatty, moderate-tempo, blues-type tune has a good-humored quality. A pleasing, but not-too-important offering.

SMOKEY ROGERS
(Tex Williams Western Caravan) (Capitol 15406)
Sui Sin Fu 73--74--72--72
Oriental Western, with a sometimes conga beat gets Rogers' flavorful rendition.
Ten More Miles 64--63--62--68
The instrumental soloists (guitars and accordion) provide most of the interest on this inconsequential rhythm side.

BILL MONROE & HIS BLUE GRASS BOYS
(Columbia 20552)
Blue Grass Breakdown 72--72--70--74
Rollticking guitar and banjo vehicle should keep the rural boxes busy wherever dancers congregate.
Toy Heart 68--68--66--70
Bill Monroe and Lester Platt handle the harmony chores on a sparkling, banjo-flavored rendition of a fairly routine hill tune.

BRADLEY KINCAID
(Mercury 61696)
Footprints in the Snow 81--81--81--81
Fine ingenious folk ballad quality in the ditty and the warbler. Repeated tag line is effective.
The Legend of the Robin's Red Breast 74--75--76--72
Same traditional quality in this touching legend. Kincaid's delivery is sincere and compelling.

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL
				DISK JOCKEY
				DEALER
				OPERATOR

FOLK
JOHNNY TYLER & THE RIDERS OF THE RIO GRANDE
(Victor 21-0017)
Almost Every Time 71--70--70--72
Tyler warbles this lively with spirit.
Two Can Play Your Game 67--67--65--70
Up-tempo Western blues derives some interest from instrumental solos by electric and steel guitars and backroom piano.

CHARLIE MONROE & HIS KENTUCKY PARDNERS
(Victor 21-0019)
What Became of That Beautiful Picture? 61--60--60--63
Neither the ingredients nor the procedure stack up too strongly here.
Sweetheart, I Love You Best 62--61--61--64
Same mediocrity at a brighter tempo.

TEXAS JIM ROBERTSON — THE PANHANDLE PUNCHERS
(Victor 21-0012)
Sundown in My Heart 82--82--82--82
Robertson's subterranean bass, mellow and pleasing, glides carelessly thru an easy, simple Western ballad.
Our Anniversary 84--84--84--84
Those manly tonsils treat this saga of a dead sweetheart with touching sincerity. Could click with the lovers of the lachrymose.

ERNIE BENEDICT — THE RANGE RIDERS
(Victor 21-0013)
B-I-N-G-O 72--72--71--73
Rousing novelty production about bingo addiction. Benedict's chaunting is happy, and string backing rocks in back.
Don't Play With Love 64--64--63--65
Well-enough rendered, this didactic Western ditty is cut from too routine and conventional cloth to impress.

TENNESSEE ERNIE
(Capitol 15400)
I Got the Milk 'Em in the Morning Blues 78--78--78--78
Earthy country blues can be taken several ways. Ernie's muscular manner brings out all the humor. Rural fans will like.
Tennessee Border 81--81--79--82
Ernie interprets the up-and-coming hill tune for Western fans. Virile rendition should bounce its way into the nickel mines.

THE GEORGIA CRACKERS
(Victor 21-0016)
The Bible on the Table and the Flag Upon the Wall 79--82--80--76
The Crackers do a full-flavored turn here, projecting the effectively preachy number with strong conviction.
Dear Daddy Uncle Sam 77--79--78--74
Gal makes a strong bid for tears with this heart-rending narration, a little girl's plea to avoid another war like the one that took her Mommy and Daddy.

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40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

FOLK
PEE WEE KING & HIS
GOLDEN WEST
COWBOYS
(Victor 21-0015)

Waltz of the Alamo 85--85--85--86
King could have another "Tennessee Waltz" here. The just-right tempo, catchy theme based on "Taps," and the infectious ease of the warbling and orking all add up to a rich recipe.

The Color Song 73--74--72--74
Meaty lyrics here are seemingly steeped in folk lore, with an appeal that's more for the city "scholar" than the commercial country market, but the fine Stewart warbling will help.

CURLEY PERRIN
(Apollo 203)
Little Rag Doll 75--76--75--75
Weeper derives its pathos from a broken-home theme. Perrin delivers the short side forcefully.

My Cross-Eyed Gal 81--82--80--80
Zany comedy lyrics are projected effortlessly by Perrin and chorus, with a steady bounce thruout. Catchy chorus could become a habit.

TEX WILLIAMS & HIS
WESTERN CARAVAN
(Capitol 15398)
I Cried Myself To Sleep 77-78--77-77
Western is close to a straight pop. Tex is less effective than usual in this idiom, but his big fan following will lap it up.

You Broke Your Promise 82--82--81--82
This sock bounce ditty from the pop and race lists makes a strong folk vehicle for Williams and his orksters.



BELL-O-MATIC-Chicago 39



BELL-O-MATIC-Chicago 39

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

FOLK

ZEKE MANNERS
(Victor 21-0018)
Run for the Roundhouse, Nellie 61--62--60--62
Despite the catchy title, this synthetic novelty fails to come off.

They're Out To Trap Ya 73--74--72--74
Manners talks up a storm of sense about wimmen, in a breezy, engaging manner. Brief steel guitar bit is outstanding.

CECIL CAMPBELL'S
TENNESSEE
RAMBLERS
(Victor 21-0014)
Steel Guitar Ramble 64--63--62--67
Somewhat long-winded the deftly executed instrumental.

Left All Alone With a Broken Heart 61--61--60--63
Another in the cry-balled series. Not especially distinguished.

RACE

WINI BROWN
(National 9068)
Grieving for You 83--83--82--84
Ex-Hampton thrush shows as a sensitive, schooled stylist here in a pash rendition of the tune which started via Tony Pastor wax. Gal will remind listeners of Sarah Vaughan, but she's got plenty of her own.

Brand of Honey 74--74--72--75
Wini breezes lightly thru a catchy rhythm tune with a heap of ear appeal.

JAY McSHANN ORK
(Albert Hibbler)
(Coral 60034)
Get Me on Your Mind 54--53--53--55
Hibbler may be hot via "Trees" at the moment, but this side is so weak that cashing in would be nothing short of a miracle.

The Jumpin' Blues 77--82--72--77
(Walter Brown)
Rough but swinging Kansas City jazz with Brown shouting well. Interesting sidelight is brief alto-sax solo by Charlie Parker which shows some of the bop developing in his style.

ERSKINE BUTTERFIELD & HIS BLUE BOYS
(Coral 60026)
Missouri Waltz 55--53--55--57
Jazzed-up version of the pretty waltz—and much dated jazz at that—with Butterfield turning in a lifeless vocal.

Chocolate 61--62--60--62
Boogie blues instrumental composed of a series of dated and tired riffs; solo piano is fair.

BULLMOOSE JACKSON ORK
(MGM 10318)
Keep Your Big Mouth Shut 68--68--66--70
Bullmoose rocks an indifferent novelty ditty that's been kicking around for some time.

Miss Lucy 74--74--72--76
Bullmoose and the ork swing a trifling novelty to sock effect.

SONNY PARKER
(Columbia 30154)
Gamblin' Woman 60--60--60--60
Parker chants good blues here, but a bop tenor sax gets in the way, spoiling the mood all the way.

Tossin' and Turnin' 60--60--60--60
Same complaint.

(Continued on page 118)

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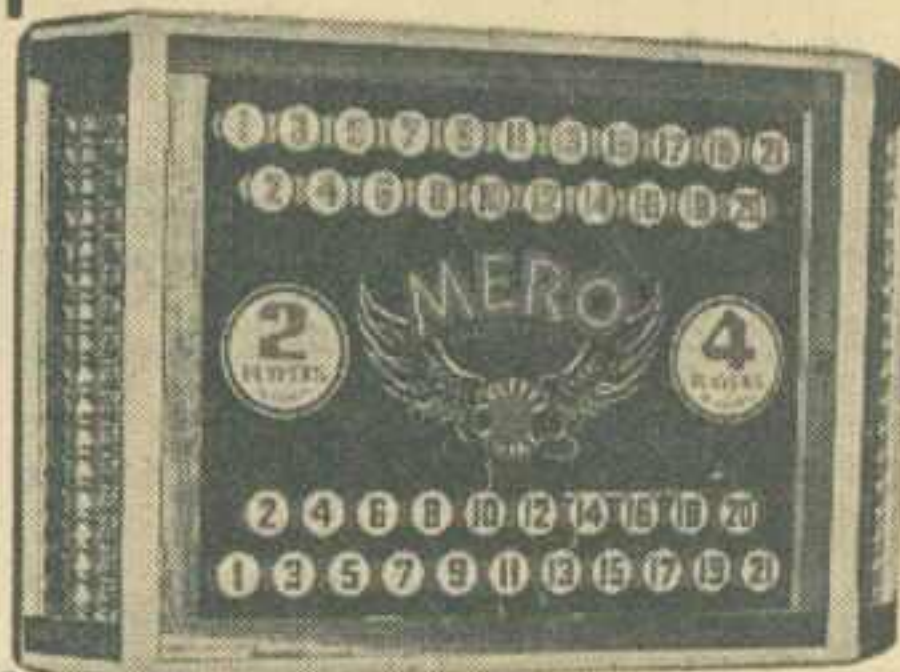
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Supplies in Brief

(Continued from page 113)
 Comparisons showed declines in poundage sales for all categories except packaged candy, which showed an increase of about a million pounds. Sales of bar goods in December totaled 59,879,000 pounds as compared with 73,336,000 pounds in December, 1947. Bulk goods sales dropped from 14,647,000 pounds to 11,214,000 pounds. Sales of general line candy slumped from 29,681,000 pounds in December, 1947, to 25,674,000 pounds last December.

Tax-Free Cigs

WASHINGTON, March 19.—The Senate Finance Committee has received a resolution from the Minnesota Legislature urging approval of legislation ending tax-free cigarette imports into States having a cigarette tax.

The Minnesota House and Senate reported that the mails are flooded with ads offering inducements to the State's residents to buy their cigarettes by mail and avoid the levy.

Two bills are now pending before the House Ways and Means Committee to require mail-order houses to furnish to State tax collectors the names and addresses of purchasers of tax-free cigarettes so that the tax may be collected in those States which impose a levy.

Empire To Distribute Chi Coin's Pistol

CHICAGO, March 19.—Sam Wolberg and Sam Gensburg, owners of Chicago Coin Machine Company, have appointed Empire Coin Machine Exchange, this city, as distributor of the shooting gallery game Pistol for the Illinois territory, including Chicago. Empire is headed by Gil Kitt and Ralph Sheffield.

Game allows players 15 shots for a nickel, using a standard pistol with an electric trigger. When player makes all hits on his 15 shots he keeps on shooting until he misses or makes 30 hits in a row. Scoreboard grades player according to number of hits with designation "Rookie" for up to four hits, "Average" for 5-9 hits, "Marksman" for 10 to 24 hits and "Sharpshooter" for 25 or more hits. Game simulates a 50-foot shooting gallery but occupies the space of the average size arcade piece on location.



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Record Reviews

(Continued from page 117)

RATINGS
 (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
 40-69 SATISFACTORY • 0-39 POOR

ARTIST
 TUNES
 LABEL AND NO.
 COMMENT



RACE
DEEP RIVER BOYS
 (Victor 22-0003)
Don't Ask Me Why 81--81--80--82
 The rich baritone solos his way thru a pleasing race ballad at a leisurely, rhythmic pace.
Wrapped Up in a Dream 82--82--81--82
 Number has been riding high for some weeks via the Do, Ray and Me version, but this side could still rate a fair share of spins.

RUBY PETERS-DUSTY BROOKS-THE FOUR TONES
 (Kangaroo K-1301)
Bag-Pipe Boogie 51--55--50--48
 Okay gal shouter and neat boogie combo get lost in a din of dubbed bag-pipe sounds.
You Told a Lie 50--50--50--49
 Loose-jointed effort doesn't offer much.

CHRISTINE RANDOL
 (Swingmaster 12)
Goodie Goodie 72--72--71--73
 This "Goodie Goodie" is not the novelty pop of a dozen years ago, but a jump blues. Thrush delivers with spirit and romping humor.
Mood Indigo 72--72--72--72
 Fine mood piping of the Ellington evergreen, with ork furnishing a fine backing in a smart clefting that doubles tempo for second chorus.

JIMMY BOWMAN
 (Sax Mallard's Ork)
 (Aristocrat 2003)
Evelyn 40--40--40--40
 Dreary warbling and orking of an indifferent girl's name tune.
ERNIE HARPER
 (The Five Blazes)
Dedicated to You 67--67--67--67
 Relaxed, easy-ride singing and small combo backing on the pretty Saul Chaplin standard.

ANDY KIRK ORK
 (Coral 60021)
Floyd's Guitar Blues 77--79--77--75
 An oldie and a race goodie. Features Floyd Smith turning in a side of electric guitar blues whining which was a winner when initially issued on Decca and still has lots of punch.
47th Street Jive 79--80--78--80
 Another good oldie in the boogie blues vein, with June Richmond hollering blues with strong band support.

LUCKY MILLINDER ORK
 (Victor 20-3351)
D'Natural Blues 83--83--82--85
 This switch on "Huckle-buck" has excitement plus the all too infrequent quality (for this groove of music) of a fine band sound.
Little Girl, Don't Cry 68--68--67--70
 (Big John Greer)
 Warbling okay, orking excellent, but material is lightweight.

EARL BOSTIC ORK
 (Gotham G-172)
Liza 55--55--53--57
 Bostic rockets thru some virtuoso alto sax pyrotechnics in tasteless fashion.
Scotch Jam 57--57--55--59
 An improvement on flip, but still not much.

ARTIST
 TUNES
 LABEL AND NO.
 COMMENT



RACE
ARTHUR "BIG BOY" CRUDUP
 (Victor 22-0007)
Gonna Be Some Changes Made 65--64--65--67
 Crudup uses the lyrics of the standard, singing them to a blues pattern that has no relation to the original melody. Amalgam emerges as a fair jump blues, Southern style.
Someday 61--60--61--63
 Just another blues here, without much imagination or distinction.

JAZZ GILLUM
 (Victor 22-0005)
Jazz Gillum's Blues 77--76--77--78
 Fine sorrowful blues, with an honest personal quality. Should be a natural for the Deep South market.
Country Woman's Blues 73--73--72--74
 Jump blues, with a strong boogie woogie piano reminiscent of Cripple Clarence Lofton's leaping style.

GENE AMMONS ORK
 (Mercury 8133)
Abdullah's Fiesta 70--70--68--72
 Bop a la Ventura is the goal here. Result is okay tho not within shouting distance of the original. Marcelle Daniels does the scat while Ammons blows some sterling bop tenor.
Brother Jug's Sermon 79--78--77--82
 One of those hand-clap, honk and holler race items which has some infection and little sincerity. But still should do some good juke biz. Fine bass figure in intro.



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BELL-O-MATIC Chicago 39

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ARTIST
TUNES
LABEL AND NO.
COMMENT



RACE
WILD BILL MOORE SEXTETTE
(Savoy 890)
South Parkway Hop 83--85--82--82
Moore's simple honk-type tenor sax spreads out a nice riff in easy going fashion for a sock effect.

Bongo Bounce 78--79--77--78
Moore, with aid from a bary sax, turns up another simple side which lacks some of the ease and swing of the top-side.

KITTY STEVENSON
(Swingmaster 10)
Blues by Myself 78--78--78--78
Gal intones an earthy, moody blues here. Drag orking gives a strong assist.

I'm Satisfied 70--72--70--68
She's less successful with this ballad side, but reveals a distinctive, sincere style. Hearty tenor sax is a strong point.

CHICAGO DAVIS
(Hal Singer Ork)
(Savoy 5560)
I Feel So Good 84--84--84--84
Shouter has a highly personal quality in his gravel-lined pipes, and he puts it all into this fine jump blues. Mr. "Corn Bread" contributes too.

Travelin' Shoes 69--68--68--70
Singer's tenor sax dominates this fair-to-middlin' bounce blues side.

LIL GREEN ORK
(Victor 22-9008)
Walkin' and Talkin' 71--72--70--70
Nothing special in the way of material here, but Miss Green's pipes are as infectious as ever. Over-polite orking could be a negative factor here.

I Want a Man 67--68--68--66
Lil gets a sincere sound out of a flock of over-worked ideas, but only the faithful fans are likely to gobble this one up.

JIMMY BELL'S TRIO
(Aristocrat 1901)
Just About Easter Time 62--62--61--63
Warbler's blues shouting here is shy on conviction, tho bass, guitar and piano behind him play cleanly and musically.

Jimmy's Swing Boogie 65--66--65--64
Pleasant bop instrumental with a slight vocal passage. Listenable, but not especially commercial.

ELDER BECK & HIS RELIGION IN RHYTHM
(Gotham G-603)
There's a Dead Cat on the Line 82--84--83--80
The elder preaches up a storm in rhythm here. Lyric is clever and persuasive.

Didn't It Rain? 75--75--75--75
The elder sings a novelty bit with a swiny beat.

BUDDY TATE ORK
(Supreme 1514)
Swinging Away With Willie & Ray 69--70--68--70
Pleasant swinging side dedicated to spinners Willie Bryant and Ray Carroll. Tate turns in some okay tenor with trumpeter Buck Clayton and altoist Bernie Peacock also spotted.

Dear Mary 45--45--40--50
Wobbly vocal, wobbly tune lent some fine Tate tenor.

ARTIST
TUNES
LABEL AND NO.
COMMENT



RACE
MARVIN JOHNSON
(Capitol 15407)
Amnesia 64--64--62--66
Chunky rhythm, heavy-footed drummer makes it tough going for this breakneck instrumental which spots Louis Jordan-esque sounds and a wild and woolly alto sax solo.

Hey, Lawdy Mama 81--84--80--80
Johnson applies the Jordan touch to this traditional blues at a brisk shuffle pace for a fine result.

JOE LIGGINS & HIS HONEYDRIPPERS
(Exclusive 84X)
Three O'Clock Jump, Parts I & II 72--72--70--73
Tight and tasty small-combo jazz. Beat and riffs are in the Basie tradition. Group, two saxes and four rhythm get a surprisingly big sound, with solos okay but unspectacular.

CAT ANDERSON ORK
(Gotham G-174)
Cat's in the Alley 54--54--53--55
Paucity of ideas and solos on this boogie woogie small-group riffer makes for a dull production.

Caruba 60--62--58--60
Item based on an African chant features some tasty horn and warbling by Anderson, but total effect is too thin to sustain interest.

BIG SIS ANDREWS
(Capitol 15408)
That Ain't the Way To Do It 69--70--68--70
Gal shouts her blues with a fine throaty quality, but the side doesn't catch fire.

Muddy Water 63--64--64--62
Chirp's husky style is in the great blues tradition, but this isn't the number to prove it.

INTERNATIONAL LAWRENCE DUCHOW RED RAVEN ORK
(Victor 26-3356)
Blue Skirt Waltz 80--80--78--82
Strong orking makes this rendition of the new waltz hit a likely coin puller. The vocal isn't up to the instrumental quality, however.

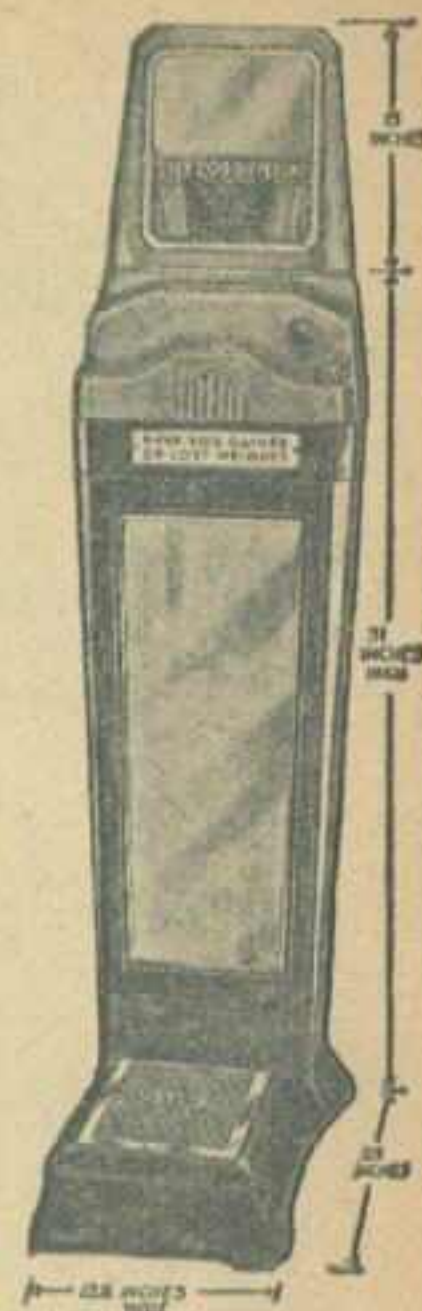
"I Betcha" Polka 65--65--64--68
Instrumental is more like a two-step from the 20s, but Duchow fans will find a satisfying dance side here.

JOHNNY VADNAL ORK
(Victor 26-3362)
Oh Marie 70--69--68--74
A rollicking traditional polka doesn't gain much from the English trio vocal, but the side is rhythmic and should click with dancers.

Lullaby Waltz 62--60--59--65
Pale vocal doesn't help this run-of-the-mill waltz offering.

RUDY PLOCAR ORK
(Mercury 2009)
Alone in the World Waltz 79--79--79--80
Swiny, brassy international instrumental waltz should do well on mid-Western and foreign neighborhood jukes.

Arise My Darling Polka 79--80--78--80
Rousing polka instrumental should appeal to Polish, Bohemian and German-type fans alike. One theme here is lifted from the familiar "Martha" aria.



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| 5 Challengers | 294.50 |
| 1 Draw Bell, 5c | 184.50 |
| 1 Draw Bell, 25c | 224.50 |
| 1 Hiboy, 5c | 194.50 |
| 8 Club Bells, 5c | 49.50 |
| 4 Jumbo Parade, F. P. | 39.50 |
| 4 Jumbo Parade, P. O. | 39.50 |
| 4 Big Games, F. P. | 39.50 |
| 1 Mills 3 Bells, '48 | 374.50 |
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Skypocket your income Mills new Bells

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SHUFFLEBOARD PUCKS \$12.00 Per Set

Special Prices for Quantities of 100 Sets or More

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PRECISION PUCK CO.

1100 S. NINTH AVE. MAYWOOD ILL.

Coke Vender Steals Laughs In Stem's "At War With Army"

(Continued from page 52)

happily to correct a glaring injustice. That lowest creature in the army's heirarchy—a replacement in search of his new outfit—wanders forlornly thru the plot, shunted hither and yon by his superiors. At last, on the verge of collapse from clinging G.I. impedimenta, he is alone in the orderly room. Warily he sinks a nickel in the machine. And then coke vender gets its big moment—a balky, flickering rec light and then the deluge. Coke bottles jettison in a wild stream from its delivery chute. The stunned G.I. madly salts them into a con-

venient barracks bag. But coke vender isn't thru with generosity. With a slight cough and shake, it suddenly spews about \$9 worth of returned coin into the dumfounded private's cap. It is a truly magnificent gesture and completely restores the beneficiary's faith in vending, if not in army justice.

Of course, the play doesn't end with that. But for this pew sitter, coke vender's triumph of heart over mere mechanism is its high spot. Obviously, this reporter pretends to no intimate knowledge of the mysteries of drama criticism. However, he can faithfully attest that coke vender's support by other members of the cast adds up to enough to make *Army* a very funny play.

Is Horowitz.

N. D. Atty. Gen. Issues Favorable Telequiz Opinion

CHICAGO, March 19.—The office of the attorney general of the State of North Dakota has notified J. E. Beck, vice-president of the Telequiz Corporation, that in its opinion the firm's question and answer machine "is not a lottery and may be operated in North Dakota provided there are no local ordinances to the contrary."

In the opinion, the attorney general's office went into detail to determine the legality of the Telequiz machine. In part it read: "The following opinion is based upon the assumption that the question will have the same number of multiple choice answers as there are buttons to answer the question and that the numbers of the multiple choice answers correspond to the numbers on the buttons . . . thus the test is whether the success in any given contest depends upon skill or upon chance. If the award prize depends upon the exercise of judgment by the participants, the plan (or game) is not a lottery, for in that case the element of chance is lacking and winning depends upon the exercise of superior knowledge or skill.

"In your machine as you describe it and the manner in which it is operated I can readily recognize the elements of consideration and prize, but I fail to recognize the dominating element of chance over skill. In this game the element of skill is predominant and the element of chance, if any, is incidental. This machine is comparable to a written examination in which answers to the questions are of multiple choice type."

Cherry Blossom Time

WASHINGTON, March 19.—Local operators are expected to increase grosses in late March and early April by latching onto some of the loose cash to be deposited in the nation's capital from the annual tourist rush to the Cherry Blossom Festival. The fete is set for April 1-3, but the cherry blossoms will be in bloom for about two weeks. The Washington Board of Trade is planning to make the 1499 celebration one of the biggest in festival history. Along with the usual pageants and beauty contests, a Cherry Blossom Ball is to be held April 1.

Rhodes Execs Resign

HARTFORD, Conn., March 19.—Gug H. Drewry, vice-president and general manager, and Llewellyn T. Spencer, treasurer, have resigned from the staff of M. H. Rhodes Company, local manufacturers of parking meters. Their successors have not been named. Charles Blanchard, works manager, has also resigned. James Walgren has been appointed to succeed him.

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KEENEY ELECTRIC CIGARETTE VENDORS

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DALE'S EXHIBIT TARGET GUN
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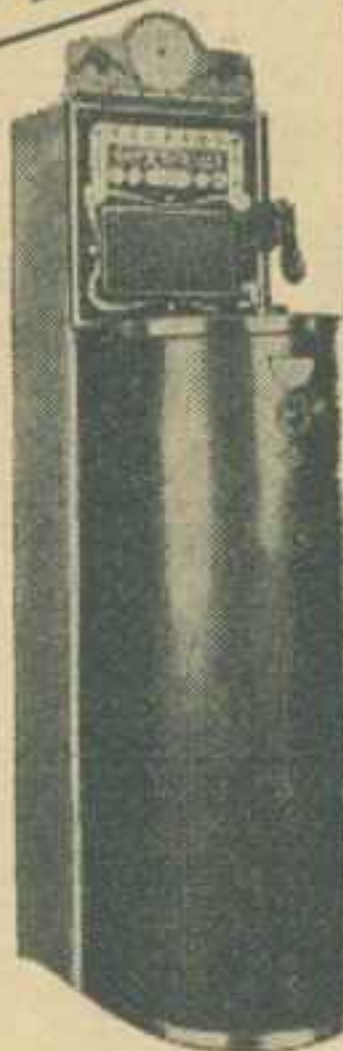
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With THE BEST

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WIRE BOX D-157, C/O THE BILLBOARD

CINCINNATI 22, O.

SHUFFLEBOARD MFRS., DIST. & OPS.

The U. S. Shuffleboard Exchange now makes available its

TRIED and PROVEN PORTABLE RESURFACING MACHINE

YOUR MECHANIC WILL BE ABLE TO RESURFACE AND REFINISH A BOARD IN TWO HOURS.

With each guaranteed machine purchased, your mechanic will be provided with the following needs at our New York training shop:

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EXHIBIT DALE GUN

Victory special	\$ 99.50
Victory Derby	89.50
Special Entry	165.00
Triple Bell	399.00
Mills 3-Bells, '48 (Like New)	275.00
Mills Punching Bag	79.50
Rock-Ola Phono, '39 Deluxe	79.00
Genco 1-2-3	174.50
Melody	99.50
Chi Coin Gold Ball	49.50
Keeney Super Bonus Bell, 5-25¢	399.00
Humpy Dumpty	109.50
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Mexico	44.50
Chi Coin Baseball	39.50
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Nevada	59.50
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Bermuda	99.50
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VICTORY SPECIAL \$54.50

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Caribbean	\$79.50	Trade Winds	\$95.00
Rainbow	140.00	Robin Hood	84.50
Monterrey	89.50	Humpy O'ty	74.50
Screwball	134.50	Trinidad	74.50
Singapore	40.00	Tennessee	79.50
Dew-We Ditty	125.00	Manhattan	44.50
Blue Skies	120.00	Wisconsin	84.50
Yanks	69.50	Hawaii	39.50
Tropicana	39.50	Buccaneer	134.50
Speedway	124.50	Morocco	144.50
One-Two-Three	165.00	Catalina	64.50
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FOR SALE VOICE-O-GRAPH

Cut less than 100 discs \$500.00 TAKES IT.

GEO. H. LYTLE
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10 1/2 FT. BALLY KING PIMS	\$19.50
BALLY RAPID FIRE	22.50
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SPORTSMAN ROLLS	17.50

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State Tax Calendar

<p>Alabama April 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due. April 20—Sales tax report and payment due. Use tax report and payment due.</p> <p>Arkansas April 20—Gross receipts tax report and payment due.</p> <p>California April 30—Sales tax report and payment due. Use tax report and payment due.</p> <p>Colorado April 14—Sales tax report and payment due. Use tax report and payment due.</p> <p>Connecticut April 30—Sales and use tax return and payment due.</p> <p>District of Columbia April 15—Unincorporated business tax return and first installment due.</p> <p>Georgia April 10—Cigar and cigarette wholesale dealers' report due.</p> <p>Idaho April 15—Cigarette wholesalers' drop shipment report due.</p> <p>Illinois April 15—Cigarette tax return due. Sales tax report and payment due.</p> <p>Indiana April 10—Cigarette distributors' interstate business report due. April 15—Cigarette distributors' drop shipment report due.</p> <p>Iowa April 20—Sales tax report and payment due.</p> <p>Kansas April 20—Sales tax report and payment due.</p> <p>Kentucky April 20—Cigarette wholesalers' report due.</p> <p>Louisiana April 15—Soft drinks tax report due. Tobacco tax report due. April 20—New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.</p> <p>Maryland April 15—Sales and use tax report and payment due.</p> <p>Massachusetts April 20—Cigarette tax report and payment due.</p> <p>Michigan April 15—Sales tax report and payment due. April 20—Cigarette tax report and payment due.</p> <p>Minnesota April 20—Cigarette tax and report due.</p> <p>Missouri April 30—Soft drinks manufacturers' report and payment due.</p> <p>New Jersey April 20—Cigarette distributors' tax report and payment due.</p> <p>New Mexico April 15—Occupational gross income tax report and payment due.</p> <p>North Carolina April 15—Sales tax report and payment due.</p> <p>Ohio April 10—Cigarette wholesalers' report due. April 15—Cigarette use tax and report due.</p> <p>Oklahoma April 10—Cigarette wholesalers', retailers' and vending machine owners' report due. April 15—Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.</p> <p>Pennsylvania April 10—Soft drinks tax report due.</p>	<p>Rhode Island April 20—Sales and use tax return and payment due.</p> <p>Tennessee April 20—Sales and use tax report and payment due.</p> <p>Washington April 15—Wholesalers' cigarette drop shipment report due.</p> <p>West Virginia April 15—Cigarette use tax report and payment due. Sales tax report and payment due.</p> <p>Wisconsin April 10—Cigarette wholesalers' and manufacturers' report due.</p> <p>Wyoming April 15—Sales tax report and payment due.</p>
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House Kills 2% Sales Levy for Washington

WASHINGTON, March 19.—Sponsors of the 2 per cent local sales tax are conceding that the legislation is dead following its surprise defeat in the House by a vote of 166-176. Theoretically, a new bill could be offered embodying a sales tax with substantial changes, but supporters said after the House vote, a new bill would have little chance of success. Before rejecting the entire bill, the House voted to exempt from any tax the sale of candy and soft drinks. Had the measure passed, the local coin operators hardest hit would have been cigarette vendors. The legislation would have taxed smokes a penny a pack, thus changing the 20-cent price now prevailing.



\$150⁰⁰
BRAND NEW ROL-A-TOPS
5c-10c-25c PLAY
EQUIPPED WITH
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NEW MIDGET SHUFFLEBOARD
BIGGER PROFITS
—LESS SPACE



OVER-ALL SIZE 10 FEET

Smooth action. Small enough to fit in your smallest locations. Yet large enough to do a profitable job for you ANYWHERE!

COMPLETE WITH SCORE SHEETS, WEIGHTS, WAX, ETC. LOOK AT THIS PRICE! **\$169.50** ORDER AT ONCE FROM MID-STATE

ALSO SHUFFLEBOARDS
22 FT. BLACK TOP OR MAPLE TOP
IMMEDIATE DELIVERY—WRITE FOR DETAILS

TELEQUIZ—WRITE

ELECTRIC SCOREBOARDS FOR SHUFFLEBOARDS
That are built for heavy duty with plenty of "Eye Appeal." Built for Operators — Write for prices.

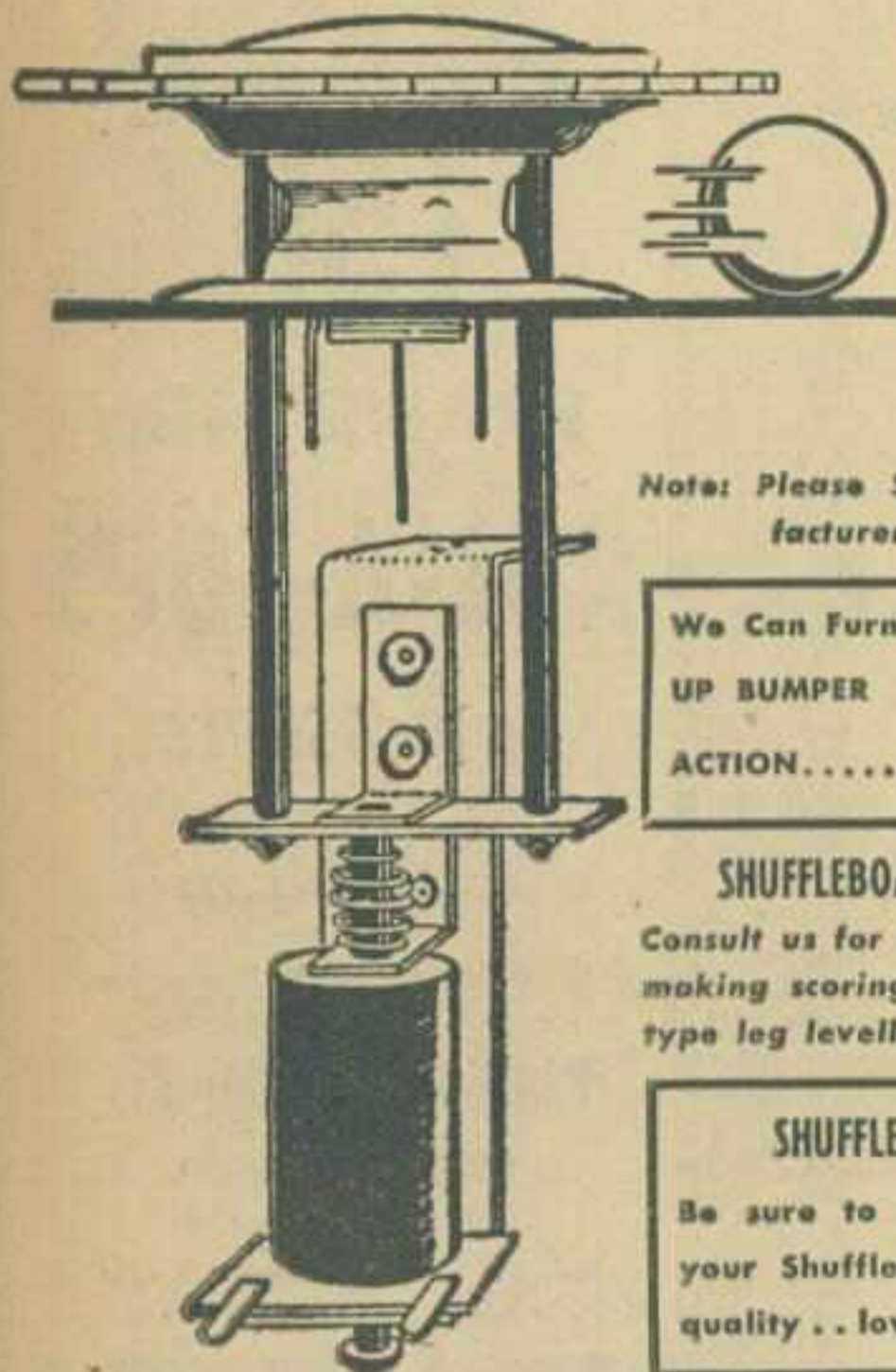
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(ALL ELECTRIC)

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WICO'S

"THUMPER BUMPER KITS"

MAKE YOUR OLD PIN GAME MODERN AND
BUILD UP YOUR TAKE ••• EASILY
AND QUICKLY INSTALLED



\$3.95 ea.

COMPLETE BUMPER KIT
INCLUDING BULB—
READY TO BE INSTALLED

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We Can Furnish RELAYS FOR SETTING
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ACTION..... \$1.95 EXTRA

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quality . . . lowest prices. Best delivery!

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**ATTENTION, SHUFFLEBOARD
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You Can Now Bowl
On Your Shuffle-
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Amazing New Game — Played and Scored
Like Bowling — That Will Step Up the Play
in All Your Locations!

GUARANTEED KIT INCLUDES:

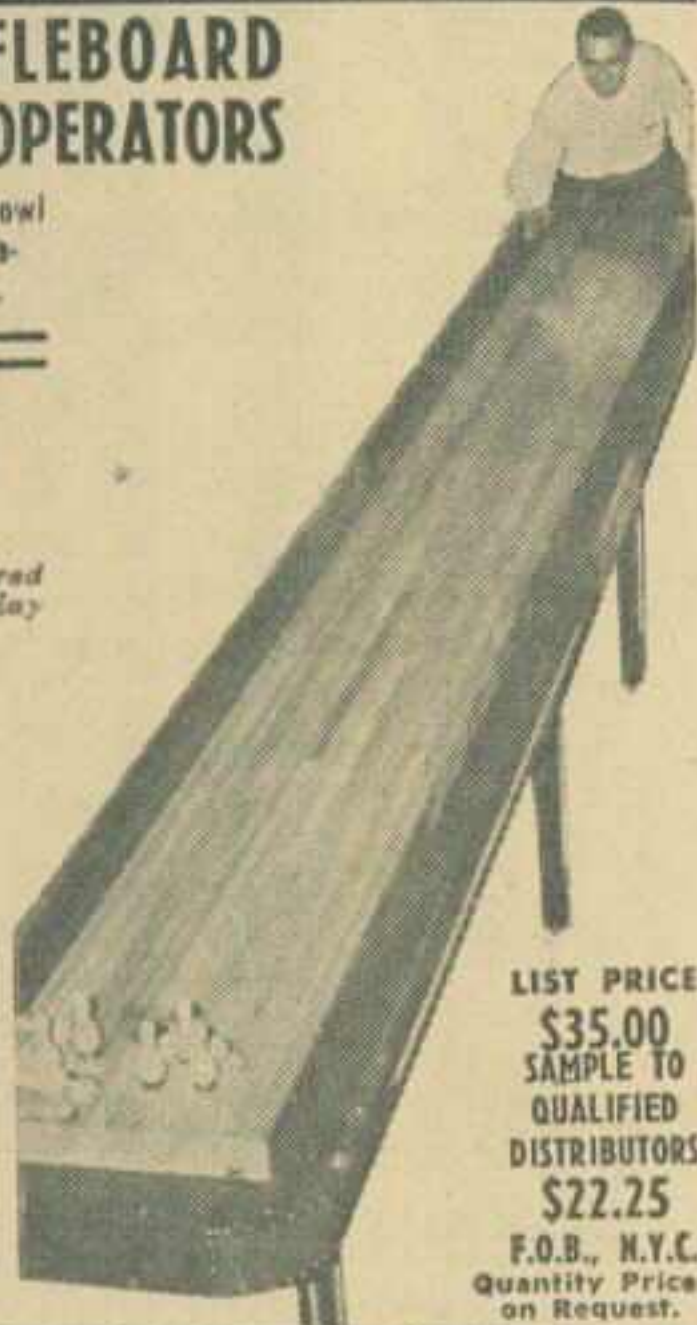
- 10 weighted maple pins
- Plexiglass rack for setting up pins
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- 100 scoring sheets (800 lines)
- 2 advertising posters, etc.
- No other special equipment needed

Write — Wire — Phone for Complete
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LIST PRICE
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We Have It at Last! A Trouble-Free Gun—Test-Proven.

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**Shuffleboard in
Boston Hypoed
By New Distrib**

BOSTON, March 19.—First concentrated move to open New England to shuffleboards was seen here this week with announcement of the forming of Speedbird Distributors, Leonard Lindahl, president, and Daniel Collins, veepee and general manager. Showing of the company's own shuffleboard was to start Monday (21) at the company's showrooms, 295 Huntingdon Avenue, continuing for a week.

The new shuffleboard, Speedbird, is manufactured for the company in Framingham, Mass., by the Leroy Woodworking Company. Collins said the formica shuffleboard model will sell for \$495 and the maple model for \$525. A coin adapter, taking nickels and dimes, will be offered also.

Custom Built

"This shuffleboard will be custom built for locations," Collins pointed out. He said a staff of 12 salesmen would operate thru New England, and that ops from the six surrounding States had been invited to the shuffleboard show.

So far, New England has been almost virgin territory for shuffleboards. A survey made a few months ago showed few of the boards in metropolitan areas, and a spotty showing in rural districts, where they were mostly confined to clubs.

The Speedbird Distributors, Collins said, will function purely as distributors and not operate shuffleboards. He quoted grosses from test locations in the Hub and said indications were that shuffleboards had been overlooked in the juke-tele shuffle of the past year, and that it was an untapped field just waiting for experienced ops to take over. Collins is a former juke box operator.

Tavern and bar locations in the Hub area, for the most part, are "ripe" for something new to bring in fresh money. The \$1,000 video sets, installed with such fervor last year, have long since stopped ringing the cash register, and the juke box grosses haven't been any too good lately.

Many of the old-time operators figure New Hampshire, Maine and Vermont as best spots in the territory for shuffleboards. They claim rural populations go for them as a means of killing time on long winter nights.

**Chi Coin Re-Bound
Begins 17th Week
Of Top Production**

CHICAGO, March 19.—Sam Gensburg and Sam Wolberg, owners of Chicago Coin Machine Company, said this week its Re-Bound shuffleboard game will remain in production for an indefinite period. Game has been in production for 17 consecutive weeks.

Re-Bound's over-all length is nine feet, has a playfield of jet black composition plastic known as Dura-Life, which is said to be acid, alcohol and cigarette burn resistant. Its cabinet is made of maple and walnut, while its alleys are lined with broadfelt. Player's end of the alley is lined with a painted plastic covering. When game is completed an automatic scoreboard lights up a "game over" sign and 10 steel pins drop on the rebound end of the playfield, preventing further play until additional coins are inserted. Game's rebound surface consists of one-inch thick gum rubber, has sufficient spring to return a puck hard enough to knock an opponent's puck out of the scoring area.

Other Chicago Coin products currently in production include its full-length shuffleboard, Shuffle-King; Pistol, a shooting gallery gun game, and a new five-ball, Majors, which features baseball action.

COLUMBIA DOUBLE JACKPOT BELL
FACTORY RECONDITIONED LIKE NEW
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SPECIAL \$85.00
FOR NEW COLUMBIAS WRITE FOR PRICES
Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet re-baked to give new machine appearance.

SIZE: 18 1/2" high, 14 1/2" wide, 12" deep. 50 lbs. wt.

SPARK CHAMPION
Reconditioned CIGARETTE REELS
Cigarette token payout plus gold award Jackpot token.
FRUIT REELS
Free Play token payout plus gold award Jackpot token. Each Only \$22.50
Lots of 3 or more \$20.50 Ea.

Specify Cigarette or Free Play token, 1¢ or 5¢ play.
WE BUY USED SLOT AND COUNTER MACHINES—WRITE US. WE REPAIR ALL TYPES OF COIN MACHINES.
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BELL-O-MATIC Chicago 39

keep profit kettle boiling with Mills Bells

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READY FOR LOCATION

5 Wurlitzer 800's	\$129.50
7 Wurlitzer 850's	119.50
4 Wurlitzer 780's	119.50
4 Mills Gold Vest Pockets	29.50
1 Klear-Flo Cleaning Tank, A-1 Condition, Pump & Motor	39.50

Reconditioned and refinished. Crating included. 1/3 deposit, balance C. O. D.

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WANT EUREKAS
Any amount—wire or write. State price and condition.
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When you buy from Runyon

YOU BUY THE BEST

WURLITZER 1015	\$349.50
SEEBURG 1946	349.50
SEEBURG 1947	439.50
SEEBURG 1948	489.50

1/3 With Order—Bal. C. O. D.

WANT TO BUY

Will Pay Highest Prices for

BING-A-ROLL

Chicago BASKETBALL

Seeburg R. C. STEPPERS

Seeburg 3-WIRE STEPPERS

ALL TYPES OF LEGAL GAMES

RUNYON SALES COMPANY

Exclusive A.M.I. Distributors in N.Y., N.J. & Conn.

593 10th Avenue : 123 W. Runyon Street
New York 18, N. Y. : Newark 8, N. J.
Longacre 4-1880 : Blgelow 3-8777

Bell Coinmen Eye Club Suit

CLEVELAND, March 19.—Coinmen in three States—Ohio, Kentucky and West Virginia—will be affected by a suit brought against the Grand Lodge of the Fraternal Order of Eagles at Elyria, 35 miles southwest of here. The suit is brought by three members of the Lorain Aerie, FOE.

The suit charges that the Grand Lodge and Mathew L. Brown, of Springfield, acted contrary to the Eagles bylaws in suspending six members of the Lorain Aerie, FOE, for opposing the installation of coin machines in the Lorain clubrooms.

Further difficulties are indicated by the action of a State legislator, himself a Lorain Eagle, who has introduced a bill calling for a State investigation of the order.

Brown, a national officer of the group as well as head of the three-State Grand Lodge, was shown in 1945 to be the sole owner of Ohio Organization Department, FOE. Then a federal tax court sitting in Cleveland found that Brown, a Springfield, O., man, contracted with coinmen in Kentucky and West Virginia to place coin machines in the order's local clubs.

The court also found that Aeries received 75 per cent of the profits of the machines; Brown 7½ per cent and the operators what was left. Similar arrangements were said to be in force in Ohio Aeries of the group.

Koepfel Takes Boizelle Game

NEW YORK, March 19.—Koepfel Distributing, outlet for music and game equipment, has been appointed metropolitan area distributor for the coin-operated pool-type game, "52," manufactured by the Paul Boizelle Corporation.

With a mechanical ball release, said to have the approval of the city license department, the game combines the elements of poker play with pool. Balls are directed by cues to holes in the rear of the playing field, each carrying a playing card designation. There are 52 holes arranged in four tiers. Ten balls are offered for each coin, allowing two players to compete for high poker hands. The game is 5½ feet long, 27 inches wide, and weighs about 195 pounds. Koepfel is offering it at \$179. The outlet recently moved to its present headquarters at 629 10th Avenue.

Young Distributing Adds Shuffleboard And Vending Lines

NEW YORK, March 19.—Young Distributing, Inc., local Wurlitzer outlet, has increased its operations to include the handling of ice cream venders, a shoeshine machine and a shuffleboard. The firm, which hitherto limited its interests to the promotion of phonographs, now represents Revco, Inc., the Falcon Distributing Company, and Illinois Simplex in metropolitan New York, Westchester County, Northern New Jersey and part of Connecticut.

Joseph R. Young, head of the distributing firm, indicated that he may soon add a cigarette machine to the list of venders handled.

FOR SALE

One Ball Keeney Favorite, payout and free play combination, with original scales—\$169.50; used—\$79.50

WESTERN DISTRIBUTORS

1226 S.W. 16th Ave. Portland 5, Ore.



... TO GIVE YOU THE BEST in the COUNTRY!

We've Been Appointed . . . Exclusive Distributors of

WILLIAMS MFG. CO., INC.

IN NEW YORK STATE (EXCLUSIVE OF METROPOLITAN NEW YORK CITY)

And we're now delivering their newest game—the Fastest Selling Five Ball in the business . . .

"DALLAS"

The Hottest Game From Coast to Coast!

Our Personal Thanks to

HARRY WILLIAMS • SAM STERN

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For their confidence in us.

And look who joined us . . . as SALES MANAGER

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IMMEDIATE DELIVERY OF WILLIAMS' DALLAS or Anything You Need! WRITE • WIRE • PHONE



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★ Exclusive Distributors of WURLITZER

Phonograph and Auxiliary Equipment in Western New York and Northern Pennsylvania.

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For Western New York and Northern Pennsylvania.

Member NATIONAL COIN MACHINES DISTRIBUTOR ASSN.



BELL-O-MATIC • Chicago 39



BELL-O-MATIC • Chicago 39



MILLS BELLS!

We have all Mills latest Bells in stock.

FRIEDMAN

AMUSEMENT COMPANY

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AUTHORIZED BELL-O-MATIC DISTRIBUTOR

ATTENTION!

GENCO BANK ROLL ALLEY	\$45.00
ROLL-A-BALL ALLEY	20.00
TALLY ROLL ROLL DOWN	25.00
TOTAL ROLL	45.00
WILLIAMS BOX SCORE	99.50
MYSTIC DERBY RACE PHONO.	35.00
3-WAY GRIP TESTER, FLOOR MODEL	22.50
BATTING PRACTICE	85.00

OLSHEN DIST. CO.

1100 Broadway, Albany 4, N. Y.

CENTRAL OHIO QUALITY BUYS

NEW PIN BALLS

GENCO	BIG TOP
UNITED	ROMONA
WILLIAMS	DALIAS
CHICAGO COIN	MAJORS
EXHIBIT	SWANEE

SLOTS — USED

5c BLUE FRONTS	\$ 79.50
10c BLUE FRONTS	84.50
25c BLUE FRONTS	89.50
5c BROWN FRONTS	79.50
10c BROWN FRONTS	84.50
25c BROWN FRONTS	89.50
5c BLACK CHERRYS	129.50
10c BLACK CHERRYS	134.50
25c BLACK CHERRYS	139.50
5c JEWEL BELLS	169.50
25c JEWEL BELLS	175.00
5c GOLDEN FALLS	135.00
10c GOLDEN FALLS	140.00
25c GOLDEN FALLS	145.00
5c SILVER CHIEFS	69.50
10c SILVER CHIEFS	74.50
25c SILVER CHIEFS	79.50
5-10-25c MELON BELLS	99.50
5c VEST POCKETS	39.50
5c MILLS Q.T.'s	65.00
10c MILLS Q.T.'s	70.00

NEW SLOTS AND SAFES

MILLS 5c-10c-25c-50c
BLACK CHERRYS
JEWEL BELLS
BLACK BEAUTY
BLUE BELL
TOKEN BELL
5c VEST POCKETS
JENNINGS NEW BELLS
STANDARD & CLUB MODELS
CHICAGO METAL
SINGLE, DOUBLE & TRIPLE REVOLV- AROUND SAFES & STANDS
HEAVY STEEL REVOLVAROUND SINGLE DOUBLE & TRIPLE

CONSOLES — USED

KEENEY BONUS, 5c-25c	\$425.00
KEENEY BONUS, 5c	275.00
DRAW BELLS	195.00
DE LUXE DRAW BELL	275.00
EVANS RACES, COMB.	495.00
5c-25c JENNINGS CHALLENGER	345.00
BALLY TRIPLE BELLS	425.00
KEENEYS, 5-10-25c	595.00
JUMBO PARADE, CP	69.50
BALLY BIG TOP, FP	69.50
JENNINGS TOTALIZER, FP ...	69.50
MILLS 4 BELLS	69.50
MILLS 3 BELLS, LATE	375.00

CONSOLES — NEW

KEENEY TWIN, 5c-25c	\$800.00
ARROW BELL, 5c-25c	800.00
EVANS RACES, COMB.	980.50
KEENEY WILD BELL	800.00
BALLY MULTIPLE BELL	749.50
BALLY WILD LEMON	545.00
KEENEY GOLD NUGGET	800.00
MILLS 3 BELLS	WRITE

ARCADE EQUIPMENT

TOMMY GUN, LATE	\$ 69.50
EXHIBIT DIGGER	99.50
CHICAGO COIN HOCKEY	69.50
CHICKEN SAMS	79.50
MUTO VOICEOGRAPH	425.00
LIFE LEAGUE	79.50
BATTING PRACTICE	79.50
KIRK NITE TOMBER	165.00
TOTAL ROLL	69.50
UNDERSEA RAIDER	139.50
PITCH 'EM & BAT 'EM	315.00
NEW SKEE ROLLS	100.00
SKY FIGHTERS	69.50

NEW MACHINES, MISC.

CHICAGO COIN SHUFFLE KING, REBOUND	
CHICAGO COIN SHUFFLE KING, 22 FT PACKARD WALL BOXES	\$ 32.50
DAVAL BUDDYS	27.50
KEENEY ELECTRIC CIGARETTE VENDOR	294.50
EXHIBIT DALE GUN	289.50
DAVAL CUSHERS	32.50
VENDIT 150 BAR CANDY VENDOR	169.50
GOTTlieb GRIPPERS	32.50
BALLY CITATION	642.50
ROCK-OLA MAGIC GLO	WRITE
STANDARD SHUFFLE BOARDS	

WIRE—WRITE—PHONE FOR PRICES

CENTRAL OHIO COIN MACHINE EXCHANGE

325 So. High St. Columbus, Ohio
PHONE: ADAMS 7254

FOR BIG PROFIT WITH SMALL INVESTMENT



it's
A SURE BET WITH
SHUFFLETTE

AMERICA'S
FINEST Shuffleboard
8 FOOT LAMINATED MAPLE PLAYING FIELD—2 INCHES
THICK AND 10 1/2 INCHES WIDE WITH HIGH SPEED FINISH
OVERALL LENGTH 9 FEET—WIDTH 20 1/2 INCHES

ACT NOW!

JOIN THE "SHUFFLETTE PROFIT PARADE"

TERRITORIES
AVAILABLE FOR
ESTABLISHED AGENTS,
DISTRIBUTORS PHONE CH 0114

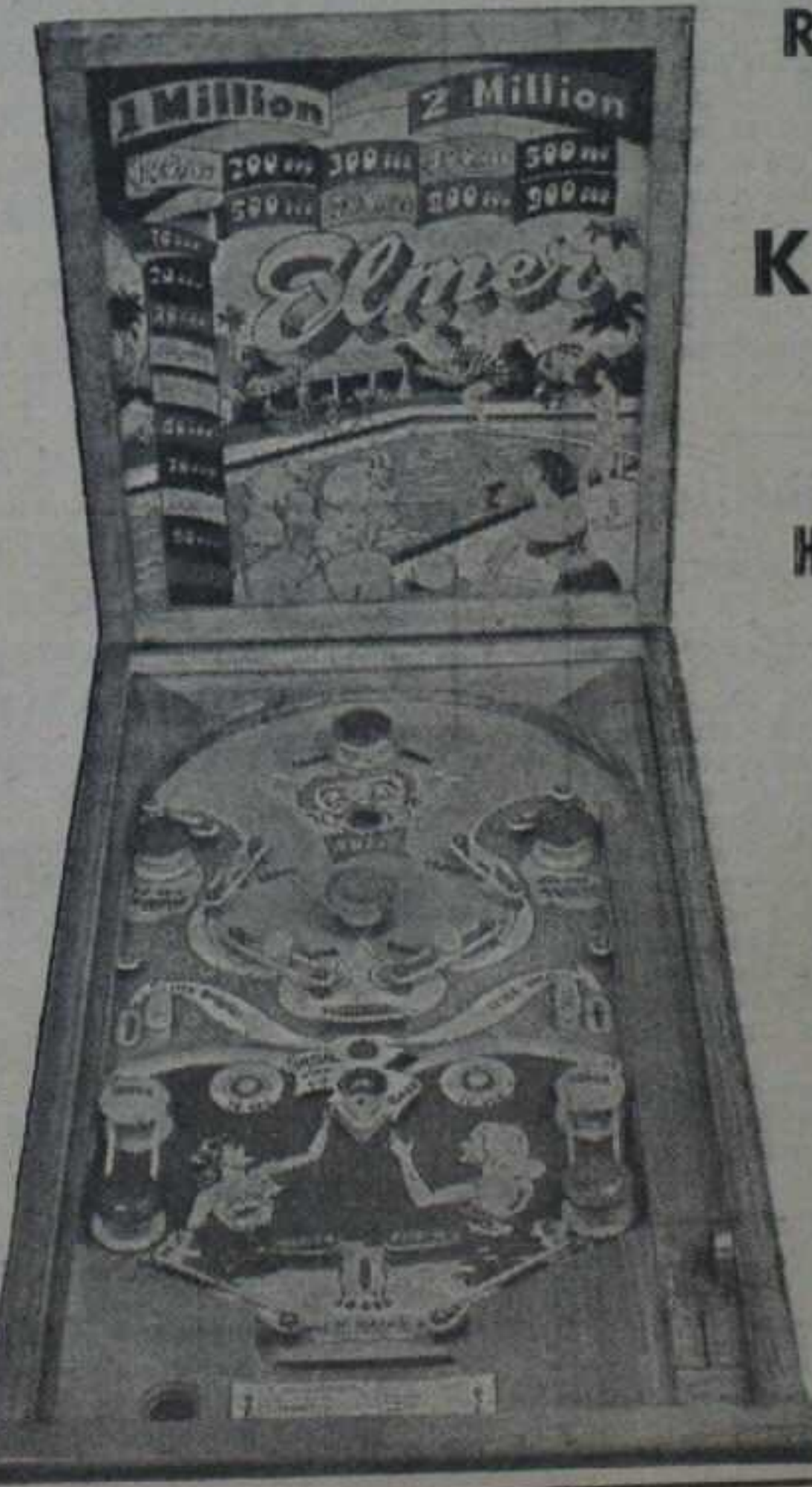
PRICE \$199.50

ACTUAL
WEEKLY
CERTIFIED
INCOMES
FURNISHED UPON
REQUEST

SHUFFLETTE, INC.

117 SYCAMORE ST. CINCINNATI 2, OHIO

★ ELMER ★



REVAMP
FROM
YOUR
KILROY

- FLIPPERS
- SUPER HIGH SCORE
- BANG BUMPER
- KICKOUT POCKETS
- ROLL-OVER BUTTONS

SEE YOUR
DISTRIBUTOR
OR WRITE US
FOR DETAILS

T&M
Sales Co.
2849 Fullerton Ave.
Chicago 47, Ill.
Dickens 2-2424

JITTERS

The Newest Idea In Skill Games.
Nothing Like It In The Field.

Novelty of this wonderful game appeals to both young and old and is creating amazingly high interest. New scoring principle. Location tested.

A GREAT MONEY MAKER
\$184.50

Order Today! Immediate Delivery!
FREE! 8 Page, 52 Illustrations, Catalog
Now or Factory Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies & Cards—Murves Has Them All

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375 11th Ave. at 43rd
N.Y. 19, N.Y. (Cryant 9-6677)

top spots use
Mills Bells

BELL-O-MATIC · Chicago 39

hear about
Mills new
Bells? write!

BELL-O-MATIC · Chicago 39

Wurlitzer 616 Hideaway with Selector and Amplifier, Speaker and Ten 20 or 24 Selection Boxes. Complete	\$ 75.00
1 Total Rolls—1 Tally Roll. Lot	100.00
Sportsman's Roll	50.00
Triangle Roll	50.00
Eight-Ball Rolldown, like new	60.00
Supreme Skes Ball	50.00
Barrel Roll	60.00
Bowl-a-Bomb	20.00
Crafting Extra	10.00
Victory Specials	59.50
Special Entries	129.50
All Pre-War Games, Each	10.00

Terms: 1/3 Down, Balance C. O. D.,
P. O. B. Grand Rapids.

E. & R. SALES COMPANY
813 College Ave., N.E., Grand Rapids 3, Mich.



SKILL TEST, 1c OR 5c PLAY

A thrill-giving machine for Counter or Arcade. Training and co-ordinating eye, nerve and muscle.



LOOK, 5c PLAY

3-dimensional viewer, features glamorous girl poses. Camera Chief, 1c play, presents scenes, animal, comic pictures. Electric or battery model. Complete with film.

WRITE FOR PRICES

GROETCHEN TOOL & MFG. CO.

124 N. Union Ave. Chicago 4, Ill.

Now! **SHUFFLE Jr...**

A SHUFFLEBOARD THAT HAS

- ★ QUALITY
- ★ PROPORTIONATE SIZE
- ★ PRICE

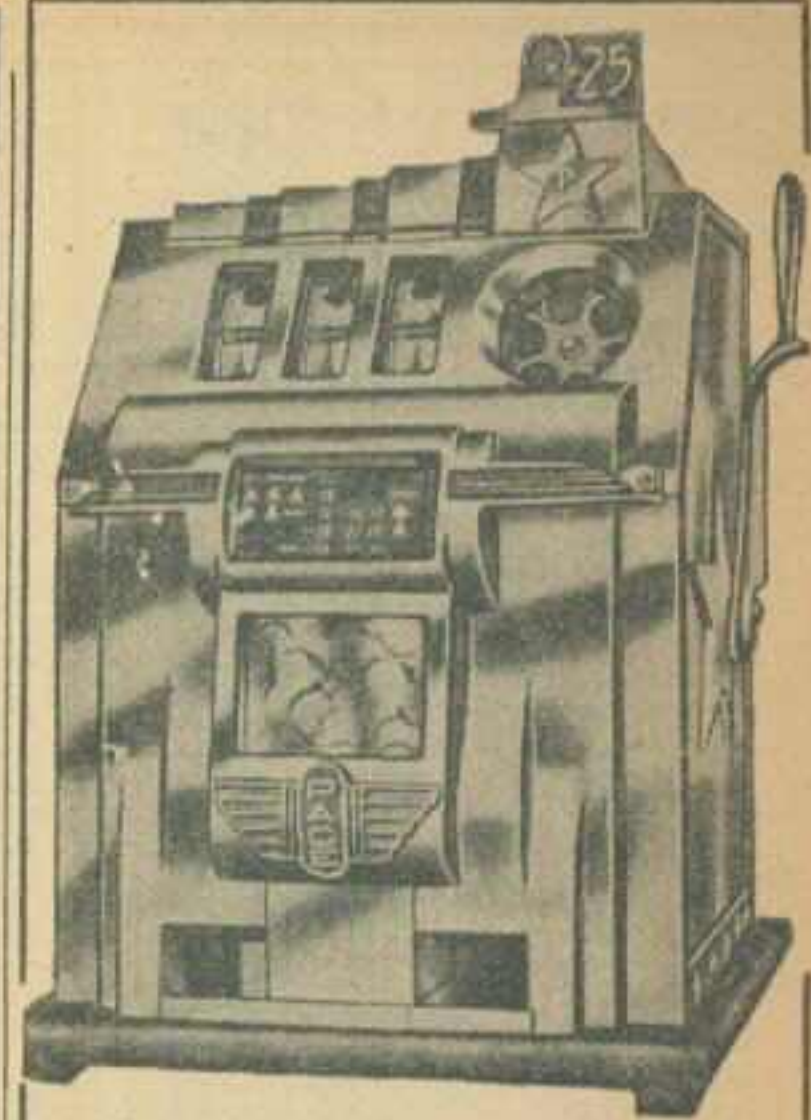
OPERATOR'S PRICE
\$197.50

F. O. B. CHICAGO
Inquire About Quantity Discount.

A playing field engineered for the average location. Approximately 10 inches wide, 10 feet long. Ground steel discs proportionate size. Modern design, sturdy construction, laminated maple top. Location tested for customer appeal . . . more profit for you because of this low price.

B & H SALES

2144 So. Laflin St. Chicago 21, Illinois



**THE
SLOT MACHINE
STORY — And
how it started**

Several years ago the thought occurred to me, "Why not give folks a fabulous run for their money with slot machines." When I explained what this meant to the factory people, they said "You're crazy. It can't be done. Nobody can afford to operate machines so generously." (And they were dang near right.)

We believe in the policy of extremely liberal slot machines. We started it and . . . we know our machines pay out the most in total payouts as well as "percentage-wise." 39,136 Jakpots at Harold's Club last month, a little figuring will show that it's just a matter of seconds between Jakpots — day and night. If ever more generous machines are built and operated . . . it will be done by HAROLD'S CLUB.

RAYMOND I. SMITH
Manager
HAROLD'S CLUB
RENO, NEVADA

(Above reprint of ad in Reno newspapers)

PACE BELLS
USED EXCLUSIVELY
IN HAROLD'S CLUB
**WRITE FOR NEW
LOW PRICES and
CIRCULAR**

PACE MFG. CO., INC.
2909 Indiana Ave.
Chicago 16, Ill.

*financial tears?
operate Mills Bells*

BELL-O-MATIC · Chicago 39

*build a steady
income with
Mills Bells*

BELL-O-MATIC · Chicago 39

Chemist Reports: "... Tests showed Wax-Ola less abrasive than . . . competitive brands . . . (and) to be a superior Shuffleboard Wax in all respects. . . ."



Waxola Chemical Co.
510 Franklin Ave.
Nutley, N. J.

Regent Chemical Prods.
4238 Pimlico Road
Baltimore 15, Md.
September 8, 1948

Gentlemen:

This is to advise you of our findings as a result of abrasive tests conducted with your powdered shuffleboard wax, Wax-Ola, in comparison with five other leading brands of similar products.

Our tests showed conclusively that Wax-Ola is considerably less abrasive than two of the competitive brands; the other three brands and Wax-Ola were very close, with Wax-Ola testing just a trifle less abrasive if anything.

Wax-Ola, in laying properties, speed and stability under varying weather conditions, showed marked superiority to the other tested brands.

A poll of preference among top tournament and league shuffleboard players showed approximately 93% favoring Wax-Ola over any other powdered shuffleboard wax used.

In summary, our tests and observations show Wax-Ola to be a superior Shuffleboard Wax in all respects with a minimum of unfavorable effects on the Shuffleboard.

Very truly yours,

S. P. LAZARUS,
Chief Chemist, Regent Chemical Products.

**THE FINEST
POWDERED
WAX FOR
SHUFFLEBOARDS
ON THE MARKET**

SOME DISTRIBUTORSHIPS AVAILABLE; WRITE FOR INFORMATION

WAX-OLA CHEMICAL CO.

510 FRANKLIN AVE. NUTLEY, N. J.
Telephone Nutley 2-4084

*We also manufacture Shuffleboard Paste Wax, Shuffleboard Cleaner,
Shuffleboard Covers and other allied products*

MECHANIC WANTED

Juke Box and Pin Ball Experience. Must be honest and sober. Drifters need not answer. Good salary.

TED KEY AMUSEMENT CO.
306 Taylor Ave. Farmington, Mo.
(Phone: 23)

ARCADES & PARKS

Scientific's Pitch 'Em & Bat 'Em
Baseball, like new \$239.50
1/3 Deposit, Balance C. O. D.
RICE MUSIC COMPANY
24 W. California, Oklahoma City, Okla.

SKEE BALL PARTS TEN STRIKES

We have nets, balls and all parts for Skee Ball Alleys and Ten Strike.
Send for Catalogue

RELIABLE PARTS CO.
2512 W. Irving Pk. Rd., Chicago 18, Ill.

SHUFFLEBOARDS

Both new and used, rebounds and standards, coin operated or non-coin operated. Our prices are the lowest in the industry.

NEW COUNTER GAMES

- Penny Target \$39.50
- A.B.T. Challenger 42.50
- A.B.T. Model F 44.50
- Kicker & Catcher 35.00
- Acme Electric Shocker 19.50
- Duck Hunter 45.00
- Target King 45.00
- Shipman 52 View-a-Scope 49.50
- Silver King Grip View 25.00
- Whirl-a-Ball 19.50
- Special prices for 10 or more

MUSIC

- 6 1422 Rock-Ola \$295.00
- 4 Wurlitzer 750-M 185.00
- 1 Wurlitzer 750-E 195.00
- 3 Wurlitzer 850-E 195.00
- 20 Wurlitzer 600-K 120.00
- 5 Wurlitzer 600-R 125.00
- 2 Wurlitzer 500 125.00
- 1 Rock-Ola 39 DeLuxe 100.00
- 2 Rock-Ola 40 Super 100.00
- Seeburg 46-M 395.00
- Seeburg 46-S 375.00
- 30-Wire Coded Cable, 100 ft. Per ft.20
- Packard Brackets 3.00
- 29 Personal Music Boxes and 2 Stations, complete 500.00
- 15 Packard High Chrome used Wall Boxes, like new. Ea. 22.50

CIGARETTE VENDORS

- 6 Uneeda Pak, 15 Col., 500 \$ 85.00
- 4 Uneeda Pak, 9 Col., 500 80.00
- 4 Uneeda Pak, 8 Col., E 75.00
- 2 Rowe Royal, 10 Col. 85.00
- 2 Rowe Royal, 8 Col. 80.00
- 5 Rowe Imperial, 8 Col. 60.00
- 5 Rowe Imperial, 6 Col. 50.00
- 3 National 930 65.00
- 3 National 950 85.00
- 2 C-8 Electric 185.00
- 25 PX-8 125.00

POPCORN VENDORS

- 20 Like New Kunkel 10¢ Pop Corn Vendors \$ 89.50
- 10 Pop Sez 10¢ Pop Corn Vendors 69.50
- Brand New Star 50-P Theater or Location Pop Corn Machine. 247.50

IMMEDIATE DELIVERY

Exhibit's Dale Gun

2 VIDEO GRAPH Television Phonographs
Fully selective music box with Emerson's 15-in. Television built in — excellent shape, originally \$1700.00 each, both for \$1800.00.

SLOTS AND BELLS

- 1 Set of 5¢-10¢-25¢ Mills Club Bells, All for \$425.00
- Mills Black Cherry Originals, 5¢ 125.00
- 10¢ 135.00
- 25¢ 145.00
- 10¢ Watling Treasury 50.00
- 25¢ Watling Roll-a-Top 69.50
- Blue Fronts, 5¢ 75.00
- 10¢ 85.00
- 25¢ 95.00
- Brown Fronts, 5¢ 75.00
- 10¢ 85.00
- 25¢ 95.00

CONSOLES

- 2 Baker's Pacers, D.D. \$150.00
- 3 Mills 2 Bells, P.S. 295.00
- 2 Keeney Super Bells, 5¢-5¢-25¢ 125.00
- 3 Keeney Single Super Bonus Bells 240.00
- 2 DeLuxe Draw Bells 250.00
- 2 Keeney 3-Way Super Bonus Bells 495.00
- 2 Bally Triple Bells 395.00

USED VENDORS

- 200 N.W. 1¢ 233 Ball Gum Vendors with Plastic Globes \$ 8.50
- 50 N.W. 1¢ 239 Peanut Vendors 8.50
- 25 Silver King 1¢ Ball Gum Vendors 8.50
- 25 Silver King Nut Vendors 8.50
- 10 Shipman Duo Stamp Vendors, like new 15.00
- 12 Northwestern, 1¢-5¢ DeLuxe 18.50
- 6 Automatic Distributor Postage Stamp Vendors, like new 12.50
- 150 Late, Like New Model D Advance 1¢ Ball Gum Vendors 8.50
- 20 Columbus 1¢ Ball Gum Vendors 8.50
- Bubble Ball Gum, all sizes, 25 lb. cartons. 7.50

IMMEDIATE DELIVERY

Advance 21F Vendors

NEW VENDORS

- Atlas DeLuxe Nut and B. G. \$14.50
- Victor V Nut and B. G. 12.75
- Northwestern 49 17.55
- Silver King Nut and B. G. 13.95
- Master 1¢-5¢ Comb. .. 16.95

BRAND NEW

- Seven Hi Coin Operated Pool Table \$284.50

SKEE BALLS

- 5 Wurlitzer Skoe Balls \$150.00
- 10 Bank Balls, 14-ft. 85.00
- 2 Jafco 9-ft. Barrel Rolls 95.00
- 2 Bowling Leagues, 9-ft. 95.00

ARCADE EQUIPMENT

- Brand New Atomic Bomber \$165.00
- 15 Exhibit Merchants 95.00
- 2 Strikes & Spares 295.00
- 1 Super Bombar 150.00
- 1 Pitchem & Ketchum 75.00
- 1 Scientific Baseball 75.00
- 5 Ten Strikes 69.50
- 2 Batting Practices 75.00
- 5 Ten Strikes 69.50
- 2 Batting Practices 75.00
- 3 Chicken Sams 95.00
- 3 Keeney Air Raiders 95.00
- 3 Bowl-a-Scores 95.00
- 2 Keeney Submarines 95.00
- 2 Western Baseballs 95.00
- 2 Goales 100.00
- 8 Boomerangs 50.00
- Jack Rabbit 125.00
- Hoot Mon Golf 75.00
- 1 Under Sea Raider 115.00
- 1 Exhibit Vitalizer 95.00
- 2 Bat-a-Ball Srs. 39.50
- Groot, Metal Typar 195.00
- 1 Paces Lo Boy Scale 50.00
- 6 Late Model Photomats 595.00
- Panorams 195.00
- Brand New Quizzers, Write Chicago Coin Basketball 285.00
- Roovers Metal Typar 150.00

USED COUNTER GAMES

- Pop Ups \$ 14.00
- Penny Pistol Shots 12.50

TERMS: 1/2 Deposit, Balance C. O. D.



M.S. GISSER, *MANAGER*

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE - CLEVELAND 15, OHIO

ALL PHONES: TOWER 1-6718

The Original **TABLE SHUFFLE**
for **BIG** earnings in a **SMALL** space

More skill and fun with a game this size
WEIGHT, 100 LBS. MOVE QUICK—
TERRITORY OPEN.

Master 24" Wide by 104" Long
Playing Surface 8 1/4" x 96"
\$179.50



Solid cherry hardwood alley with lightning finished top.

DISTRIBUTORS WANTED!
North, South, East, and West of Cincinnati.
Write, Wire, or Phone... NOW!

LOOK AT THESE REPORTED EARNINGS!
RITT'S QUICK LUNCH—Three days actual earnings—\$29.40 on 5¢ per play
BATES DISTRIBUTORS—Single day earnings—\$24.20 on 10¢ per play

C. M. RITTENHOUSE

123 EAST SIXTH STREET CINCINNATI 2, OHIO PHONE DUber 9512

Turning Back the Clock

15 Years Ago This Week
CHICAGO, March 17, 1934.—C. S. Darling, managing director of the National Association of Coin-Operated Manufacturers, declared that there was every reason to believe that national recovery was really on its way, following his return from a conference in Washington attended by 4,000 representatives of different types of trades. A feature of the meeting was an opening day address by President Roosevelt.

Need for association activity was the theme of the Michigan Automatic Merchandising Association's annual convention in Detroit. . . . D. Gottlieb & Company introduced a new game called Relay, which was being advertised as a stimulator to repeat play. . . . A. S. Douglass and D. Helfinbein announced that they had purchased the sole rights to the manufacture of the American Beauty pin game, which was introduced at the 1934 Coin Machine Exposition. A new company, the G. B. Daval Company, Inc., was formed to market the game.

An article in *The Chicago Tribune* termed Chicago as the peanut capital of the world, since the Windy City handled over one-third of the total U. S. goober trade. . . . Abraham Bello, manager of the Vendo Cigarette Company, Detroit said that experiments he had been conducting in restaurants and taverns convinced him that cigarette machines would be a profitable operation in those two types of locations. . . . New equipment on the market included Exhibit Diggers, Genco's Pontiac, Chicago Coin's Sweet Sally, Pierce Tool Company's Gypsy and Chicago Vending's Penny Ante.

Dave Gottlieb came back from the West Coast praising the efforts of the sponsors of the first Pacific Coin Machine Exposition, which was held in Los Angeles' Clark Hotel, a structure which was completed early in 1934. . . . The O. D. Jennings firm was celebrating the second anniversary of its Little Duke machine, which was beginning its 25th month of consecutive production. . . . Manufacturers of pin games were outspoken in the praise of an editorial which appeared in an Arkansas paper earlier in the year giving an unbiased opinion of the status of amusement games. The editorial was important because it later decided a case against the legality of pins in the State. The Skill Games Board of Trade, formed in January, 1934, to promote better relations among coinmen in the New York metropolitan area, made its first report reaffirming its original intentions and listing the progress it had made during its first three months of activity.

10 Years Ago This Week

CHICAGO, March 18, 1939.—One of first newspaper ads on pinball games appeared in *The Newark Evening News*. Placed by the Amusement Board of Trade of New Jersey, the advertisement stressed that bagatelle games were an economical and relaxing diversion. . . . Exhibit came out with a free play model of Longchamp, a small console. . . . Skill Jump, a Groetchen counter machine that was met by general legal opposition when first introduced, was operating in 46 States. . . . Deep Purple, Little Sir Echo, Penny Serenade and Hold Tight were still the top tunes of the day, with Heaven Can Wait and I Get Along Without You Very Well tabbed as the best of the new tunes.

The Consolidated Music Company was formed in Baltimore, with George Hoddinotte, E. V. Ross, William Adelson, Angelo Rossetti and Charles Carner, directors. All five were affiliated with other large firms in the Baltimore area. . . . Carl Trippe opened a new showroom for his Rock-Ola line. At the time his Ideal Novelty, St. Louis, was distributing music machines in Southern Illinois and Missouri. . . . Genco introduced Natural, a novelty game priced at \$74.50.

Other new ones getting their first foothold on the trade were Gottlieb's Lot-o-Fun; Daval's Trio, Evans' Lucky Lucre, Bally's Spottem and Keeney's Pot Shot. . . . Western Products, Chicago, announced its entry into the counter game field with the introduction of Poker Reel.

Altho the war in Europe was to break out in six months there was little hint of things to come in the coin machine world. A report on conditions in France stated that 1939 business was already 40 per cent of the same period in 1938. New regulations passed by the Chambre des Deputies indicated that the coin field would continue on the upswing for some time to come. . . . In Germany the picture was dismal at the time. Regulations passed in 1933 were blamed for the low state of the coin business in the Third Reich. . . . George Ponser tossed a dinner party for New York distributors. Event marked the introduction of the Daval Trio machine. . . . The Philadelphia Coin Machine Operators' Association held its annual banquet at Benny the Bum's. Speakers included Frank Engle and Martin Mitnick.

H. F. Burt, head of Automat Games, said that the newly introduced hammerloid finish on his Silver King venter was so popular with ops that he would make the finish standard equipment on all following products. . . . Automatic Newspaper Vendors, a California firm headed by Gordon Mills, was made a corporation under the Sunshine State's laws. Firm was formed to make and distribute newspaper coin-operated vendors.

Guaranteed USED GAMES

- STAGE DOOR CANTEN. \$ 12.50
- FLYING TRAPEZE 24.50
- GOLD BALL 24.50
- TROPICANA 29.50
- MAJOR LEAGUE
- BASEBALL 59.50
- SPINBALL 79.50
- SHORTSTOP 89.50
- CONTACT 109.50
- RANCHO 114.50
- CIRCUS 129.50
- MOROCCO 129.50
- PARADISE 129.50
- MAGIC 139.50
- SUMMERTIME 149.50
- PUDDIN' HEAD 149.50

1/3 Deposit Cash or Certified Check With Order

NOW DELIVERING: EXHIBIT'S DALE GUN, CHICOIN MAJORS '49, GENCO BIG TOP, UNITED'S CAROLINA, EXHIBIT'S SWANEE.

MARLIN

Amusement Corporation
412 9th Street, N. W. • DI-1625
Washington 4, D. C.

MUSIC Slightly Used

- 2—Seeburg '47 with 3 wire stepper. Ea. \$495.00
- 1—Seeburg '47 converted to '48 with 3 wire stepper. Ea. .. 525.00
- 1—Seeburg '48 with 3 wire stepper. Ea. 545.00
- 9—Seeburg 5c—3 wire Wall Boxes. Ea. 39.50
- 6—Seeburg 5-10-25c—3 wire Wall Boxes. Ea. 55.00

CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. High St. Columbus, Ohio
ADAMS 7254

Olympic SHUFFLEBOARDS

TRUE SURFACE

OLYMPIC'S "FIBER-LOID" PLAYING FIELD—NATIONALLY RECOGNIZED AS THE FINEST AND TRUEST FIELD OPERATORS ARE EARNING \$40 TO \$120 PER WEEK . . . CASH IN ON YOUR SHARE OF EASY PROFIT-MAKING

Location owners readily understand why "FIBER-LOID" PLAYING FIELDS are preferred by players. Olympic boards are attractively designed and the best in the field. Where wooden fields are operated alongside an Olympic, Olympic gets 90% of the play.

Protect your locations by installing an Olympic that gives both operators and customers complete satisfaction. NO MORE PLAYING FIELD HEADACHES. "FIBER-LOID" FIELDS WILL NOT WARP. WILL NOT DENT BY DROPPING OF WEIGHTS. DOES NOT REQUIRE COSTLY RESURFACING.

DO NOT BE FOOLED BY CHEAP BLACK TOP FIELDS . . . ONLY OLYMPIC HAS THE "FIBER-LOID" FIELD

ALL OLYMPIC BOARDS HAVE A ONE YEAR WRITTEN GUARANTEE



OLYMPIC'S "NEW LOOK" INCREASES DESIRE TO PLAY—

At no increase in cost to you (though production cost is higher), Olympic's "NEW-LOOK" tops them all. It is Super-DeLuxe in design and of the most durable construction from the "FIBER-LOID" playing field to the ten precision-built leveling devices. In no other board will you find all the features that make Olympic the Nation's Best shuffleboard Buy today.

WRITE, WIRE OR PHONE FOR INFORMATION . . . DISTRIBUTORSHIPS AVAILABLE

SYSTEM AMUSEMENT EXCHANGE, INC. 2281 W. Pico Blvd. L. A., Calif. Tel. DUmkirk 8-5286

AUTOMATIC COIN

America's Bell Machine Center

BE SURE! Buy Only Original Factory Built Machines From Automatic Coin— Exclusive Authorized Distributor for Mills Bell Products!

7 BRAND NEW MILLS MODELS

- BLUE BELL • BLACK BEAUTY • TOKEN BELL
- JEWEL BELL • MELON BELL • BONUS BELL • BLACK GOLD, H. L.

GUARANTEED RECONDITIONED SLOTS

MILLS 5c, 10c or 25c BLACK	\$129.50
CHERRY BELL, 2/5	
MILLS 5c, 10c or 25c GOLDEN FALLS, HANDLOAD, 2/5..	129.50
MILLS 10c GOLD CHROME, 2/5 OR 3/5	89.50
MILLS 10c BLUE FRONT	80.00
JENNINGS 10c CHIEF	55.00
MILLS JUMBO, PAYOUT	60.00
MILLS 3-BELLS (Pre-War)	150.00

NOW AVAILABLE! NEW OVER AND UNDER BAR FEATURE ON NEW MILLS

BLUE BELL — BLACK BEAUTY
BONUS BELL — MELON BELL
JEWEL BELL

Write for Prices!
Better Than Any Other Special Award Feature!

BRAND NEW MILLS

5c Q.T.	with stand	\$125.00
25c Q.T.	with stand	149.50

NOW DELIVERING!

EXHIBIT DALE GUN ★ SHUFFLEBOARDS ★ KEENEY ELECTRIC CIGARET VENDORS ★ COMPLETE STOCK NEW AND USED CONSOLES, SLOTS, PHONOGRAPHS! WRITE FOR PRICES ON YOUR REQUIREMENTS!

Terms: 1/3 Dep., Bal. C. O. D.

Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Slots



AUTOMATIC COIN

MACHINES & SUPPLY CO.

TELEPHONE: CApitol 7-8244

4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

On its Record!

YOU CAN DEPEND ON KEENEY'S BONUS

Super Bell CONSOLE



★ Midst a profusion of claims and counterclaims LET'S LOOK AT THE RECORD of Keeney's 2-WAY BONUS SUPER BELL. It has made many operators financially independent and is STILL OUT-EARNING the majority of games of all types.

Your distributor has Keeney's 2-WAY BONUS SUPER BELL and Keeney's GOLD NUGGET, sensational twin Multiple, 4-coin play console. Contact your distributor now!

J. H. Keeney & CO., INC.

2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

SICKING'S GUARANTEED RECONDITIONED MACHINES

CONSOLES

Kearney Gold Nugget (Comb.), 5¢-25¢	\$424.50
Kearney Bonus Super Bell (Cash Model), 5¢-10¢-25¢	499.50
Kearney Bonus Super Bell (Comb.), 5¢-25¢	424.50
Bally Double Up (Comb.), 5¢	349.50
Bally Reserve Bell (Comb.), 5¢	399.50
Bally Wild Lemon (Comb.), 5¢	325.00
Bally Triple Bell (Comb.), 5¢-5¢-25¢	424.50
Bally Draw Bell, R.B. (Comb.), 5¢	229.50
Bally Deluxe Draw Bell (Comb.), 5¢	279.50
Bally Deluxe Draw Bell (Comb.), 25¢	299.50
Late Mills Three Bells (Cash), 5¢-10¢-25¢	299.50
Mills Four Bells, 5¢ play	89.50
Mills Jumbo (Cash)	89.50
Late Model Evans Racers (Cash Only), 5¢	425.00
Late Model Evans Racers (Comb.), 5¢	449.50

Late Model Evans Racers (NEW) (Comb.), 5¢	\$599.50
Evans Lucky Lucre, Cash	89.50
Late Model Baker's Racers (Like New)	\$49.50

ONE BALL FREE PLAY GAMES

Special Entry	\$149.50
Victory Special	74.50
Daily Races	79.50
Big Parlay	74.50
Longacres	32.50
Thorobreds	32.50

LATE 5-BALL F.P. GAMES

Singapore	\$ 64.50
Crazy Ball	124.50
Robinhood	109.50
Cinderella	129.50
Thrill	129.50
Yanks (Williams)	89.50
Contact (Exhibit)	149.50
Cover Girl (with Flippers)	99.50
Bally	129.50
Caribbean	124.50

FIVE BALL FREE PLAY GAMES

Bonanza	\$44.50	Smarty	\$27.50	Surf Queen	\$17.50
Treasure Chest	44.50	Yacht Club	12.50	Seven Up	12.50
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MILLS' NEW VEST POCKET BELL
Operates on 3-5 Mystery Payout System
5¢ Play \$65.00



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A "Pony-Size" Bell. Weighs only 25 lbs. 5¢ Play \$115.00
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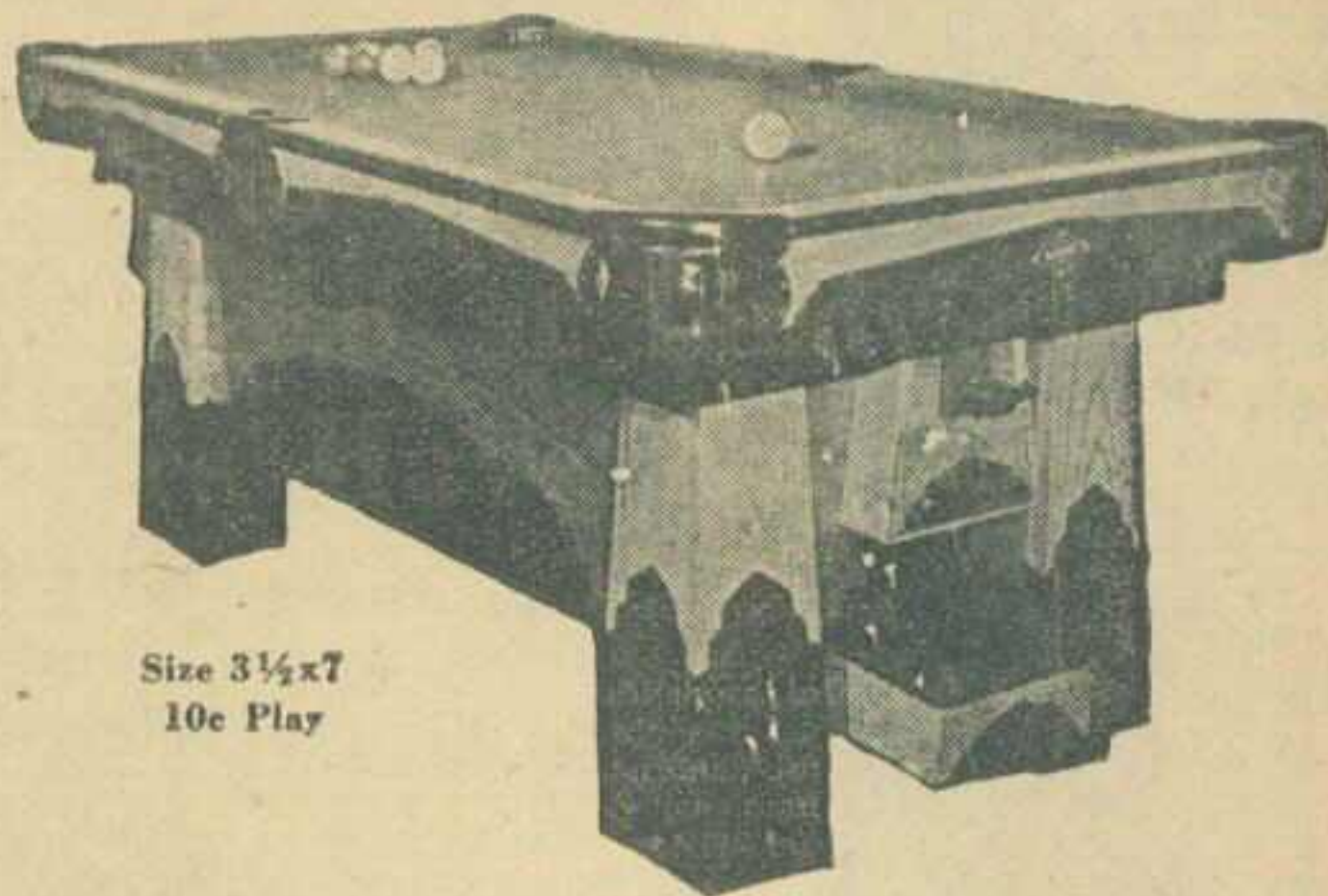
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Here's the Shuffleboard Score Board that excites extra player interest, meets location requirements, speeds up play and increases profits! Scores 15 points or allows 8 frames for 2 players; scores 21 points or allows 12 frames for 4 players. Game is over when either necessary points are scored or all frames are played. Adds incentive for skill play!

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 Easy to Attach—Takes Only a Few Minutes!
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Complete unit includes modern design stand of highly polished chrome steel tubing. Stand will give years of service. Fitted with crutch-type rubber feet for greater stability. Comes knocked down, can be assembled in minutes with simple bolt arrangement. Floor models available in all

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Including Monarch's All-Round SCORE BOARD for "HORSE COLLAR" or "BASEBALL"

Provides perfect scoring action to 50 points for "Horse Collar" or "Baseball"; adjusts to 15 points for 2 players and 21 points for 4 players. Wall and center-overhead models also.

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Single Bonus Super Bell	\$173.00
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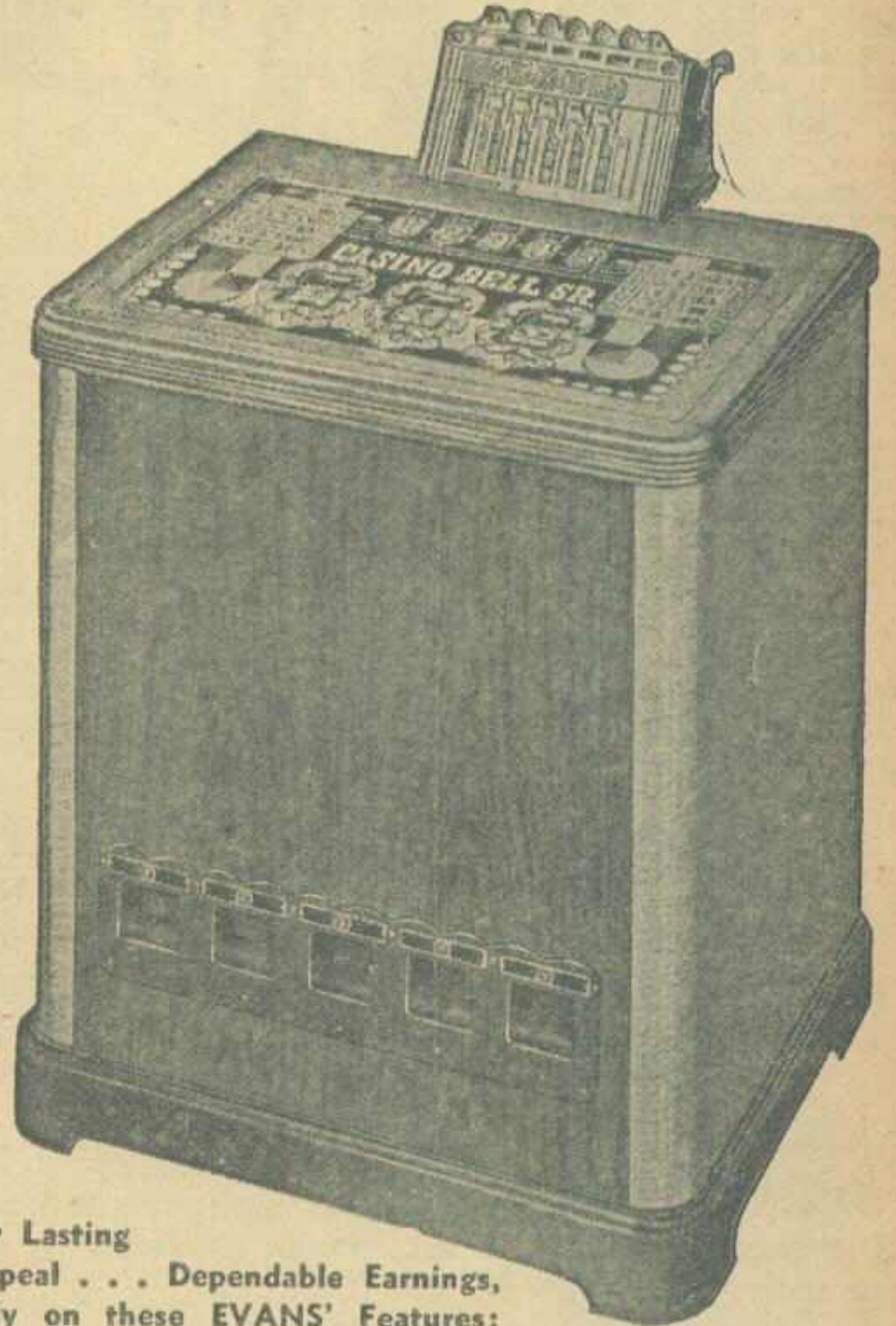
Citation, Big Top, Majors 1949, Ramona, Swansea and Dallas. Keeney's Electric Cigarette Vendor, Keeney's Twin Bonus Super Bell, Mills Bonus Bell, Mills Jewel Bell, Mills Q.T. Bell, Mills Vest Pocket Bell, Mills New Blue Bell and Black Beauty.



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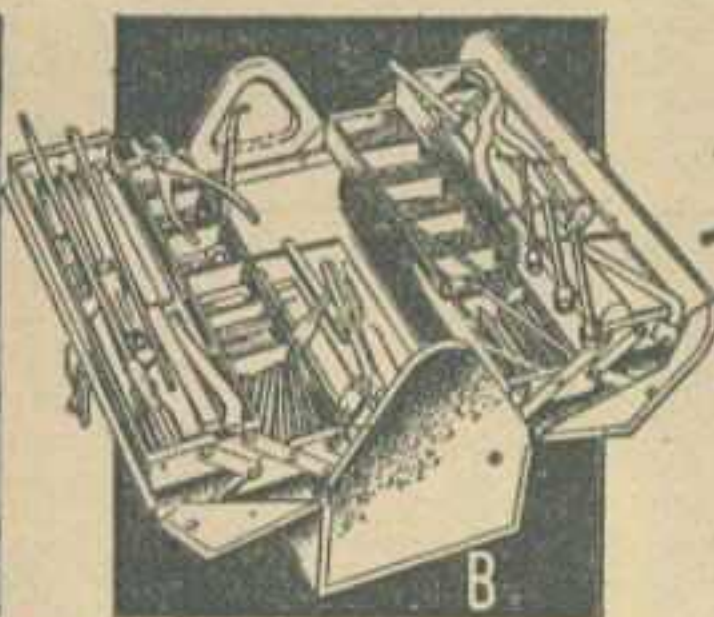
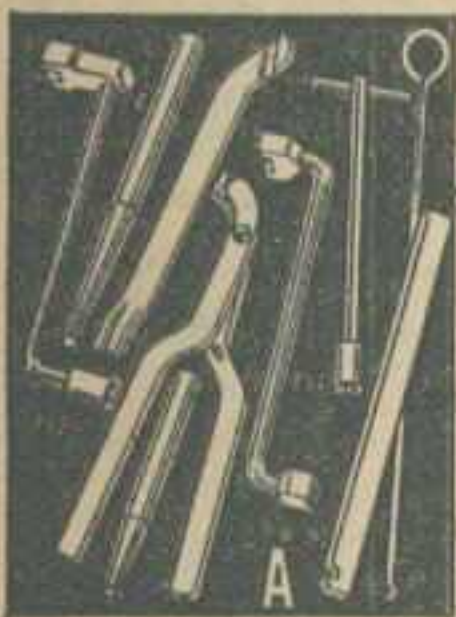
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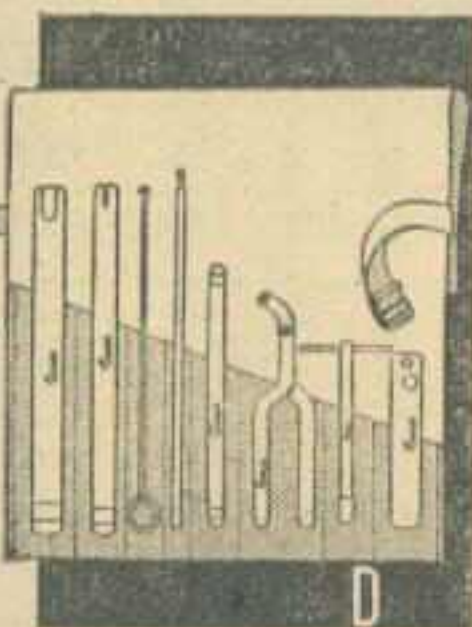


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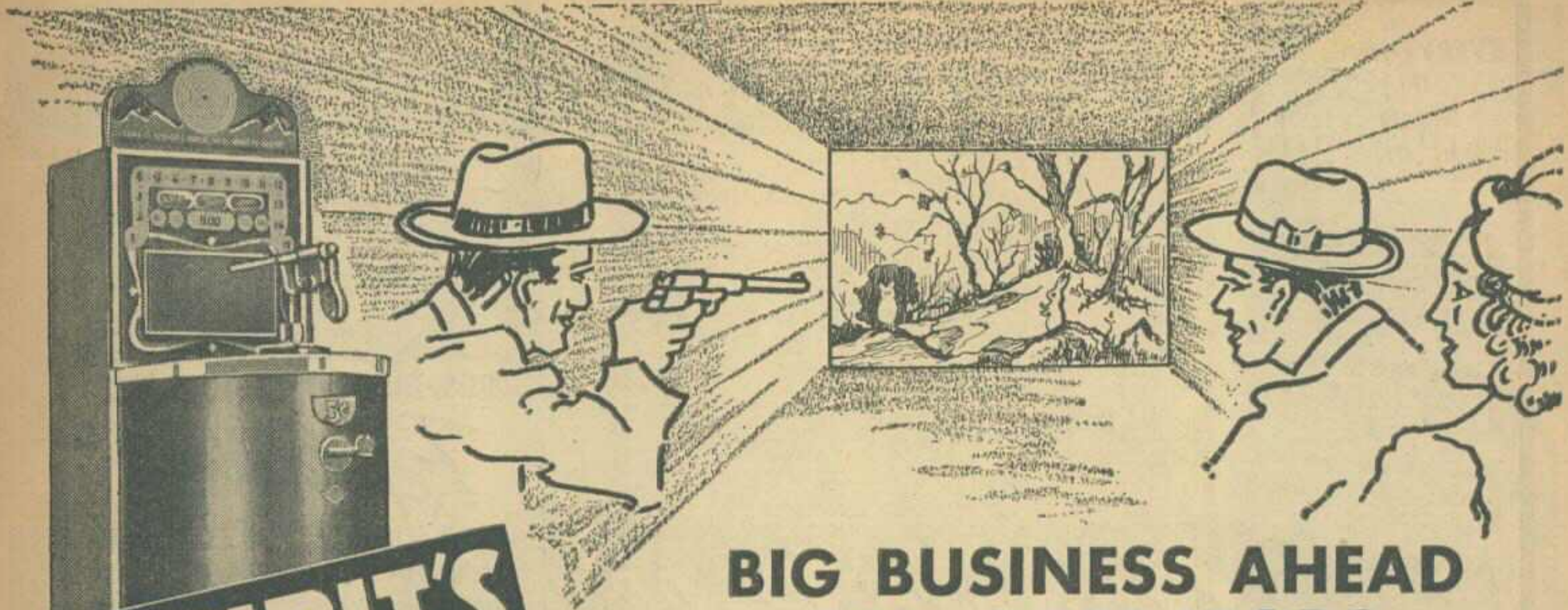
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All rides used only one season.
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Wurlitzer 1080	WRITE	BELL, 5/10/.....
Wurlitzer 750	\$210.00	KEENEY THREE WAY BONUS
Wurlitzer 850	175.00	SUPER BELL, 5/10/25/.....
Wurlitzer 700	175.00	BALLY DRAW BELL
Wurlitzer 600	175.00	215.00
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Wurlitzer 950	145.00	
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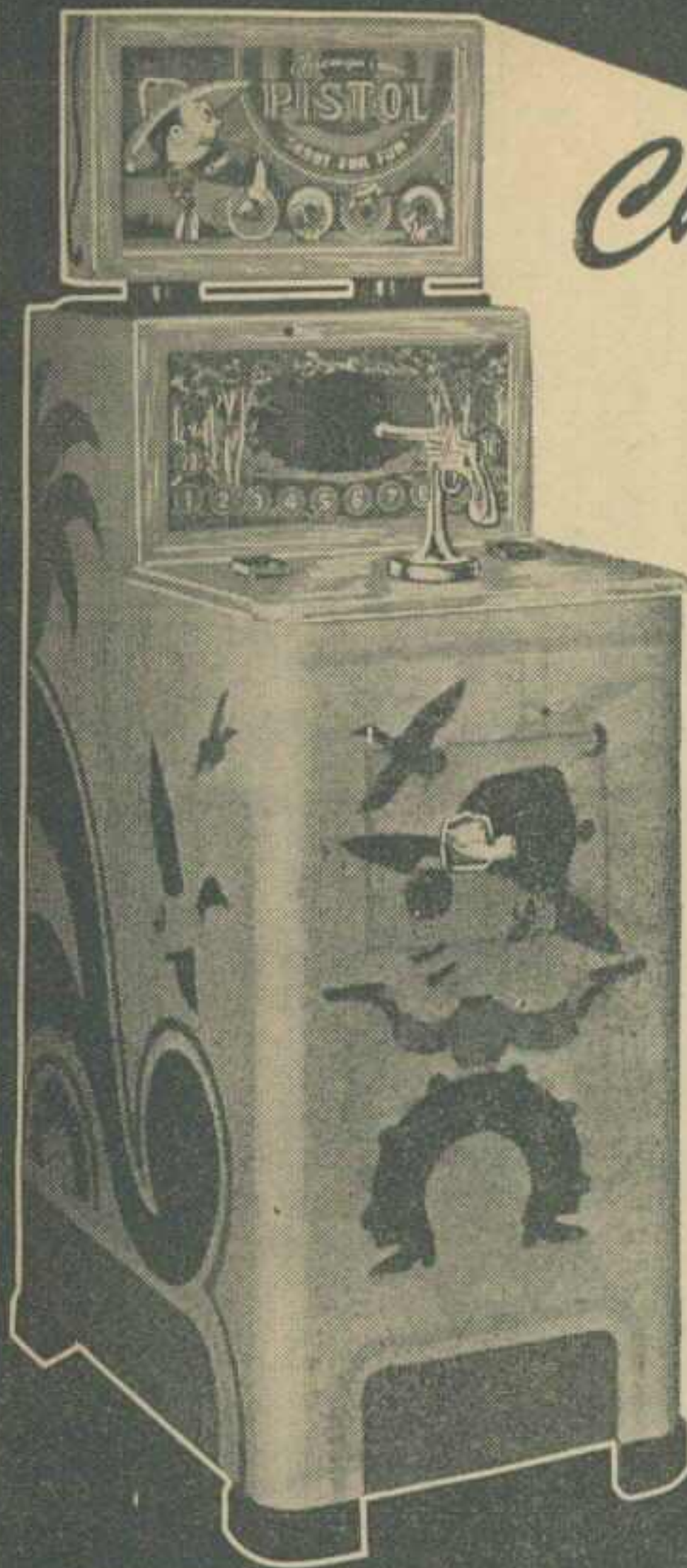
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KEENEY BONUS 3-WAY, 5-10-25	650.00	KEENEY BONUS 2-WAY, 5-25	425.00
BALLY TRIPLE BELLS, 5-10-25	475.00	KEENEY BONUS 2-WAY, 5-5	425.00
BALLY TRIPLE BELLS, 5-5-25	465.00	KEENEY GOLD NUGGET	395.00
1947 EVANS RACES, 5c	495.00	BALLY DRAW BELLS (R. B.)	199.50
JENNINGS CHALLENGERS, 5-25c	295.00	BALLY DRAW BELLS (M. B.)	189.50
KEENEY TWINS, 5-25, F.P., P.O.	89.50	MILLS JUMBO, LATE F.P., P.O.	49.50
KEENEY SINGLE SUPER, F.P., P.O.	49.50	MILLS JUMBO, P.O.	39.50
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1948 EVANS BANGTAILS	195.00	BALLY CLUB BELL, F.P., P.O.	49.50
1948 EVANS WINTER BOOK	295.00	PACE SARATOGA	49.50
NEW BALLY HI BOY	Write	NEW UNIVERSAL ARROW BELL	Write
NEW BALLY RESERVE BELL	Write	NEW EVANS BANGTAILS	Write
NEW BALLY MULTI-BELL	Write	NEW DOMINOES	Write
NEW BALLY SPOT-BELL	Write	NEW BALLY TRIPLE BELLS	Write

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NEW WURLITZER MODEL 1080	Write	SEEBURG MODEL 1-46	350.00
WURLITZER MODEL 1015	\$359.50	ROCK-OLA MODEL 1428 (1948)	Write
A.M.I. MODEL B	Write	ROCK-OLA MODEL 1456 (1947)	350.00
A.M.I. MODEL A	550.00	ROCK-OLA MODEL 1422 (1946)	295.00
WURLITZER MODEL 1100	595.00	ROCK-OLA 1947 PLAYMASTER	295.00
SEEBURG HIDE-A-WAY 246	295.00	ROCK-OLA 1940 PLAYMASTER	149.50
PACKARD PLA-MOR BOXES	22.50	SEEBURG 1946 WIRELESS BOXES	29.50
NEW PACKARD BOXES	29.50	SEEBURG 1946 3-WIRE BOXES	34.50

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JENNINGS STANDARD CHIEF	Write	MILLS BLACK GOLD	Write
PACE 1948 CHROME, \$1.00	\$275.00	MILLS JEWEL BELL	Write
COLUMBIA TWIN JACKPOT	79.50	MILLS BLACK CHERRY, ORIG.	\$139.50
NEW MILLS VEST POCKET	59.50	1948 STANDARD CHIEF, 50c	275.00

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GENCO TOTAL ROLL	49.50	GOTTLIEB DAILY RACES	69.50
BALLY VICTORY SPECIAL	69.50	CHICAGO COIN GOALEE	69.50
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KEENEY FAVORITE	89.50	EXHIBIT'S DALE GUN, NEW	289.50
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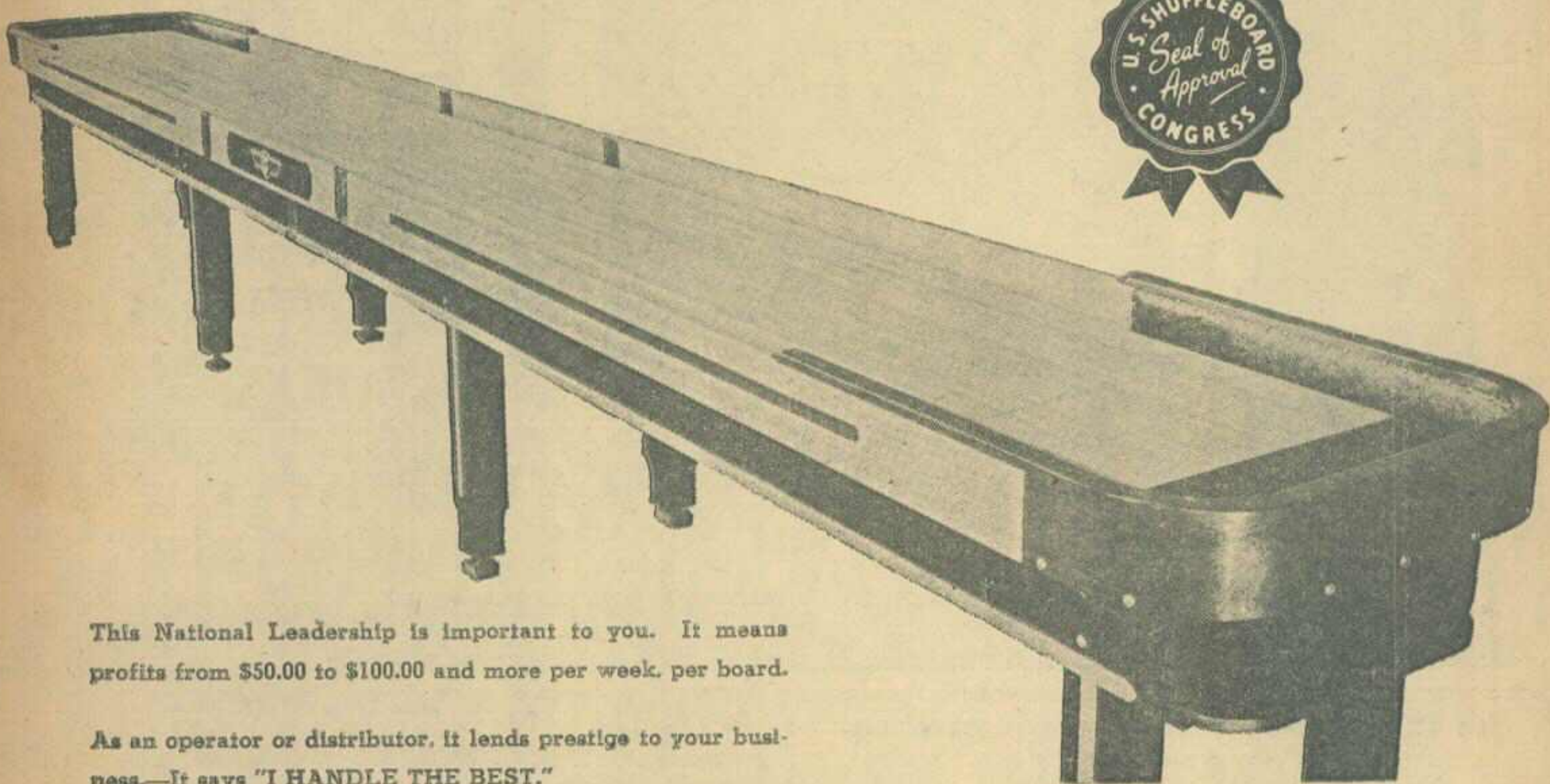
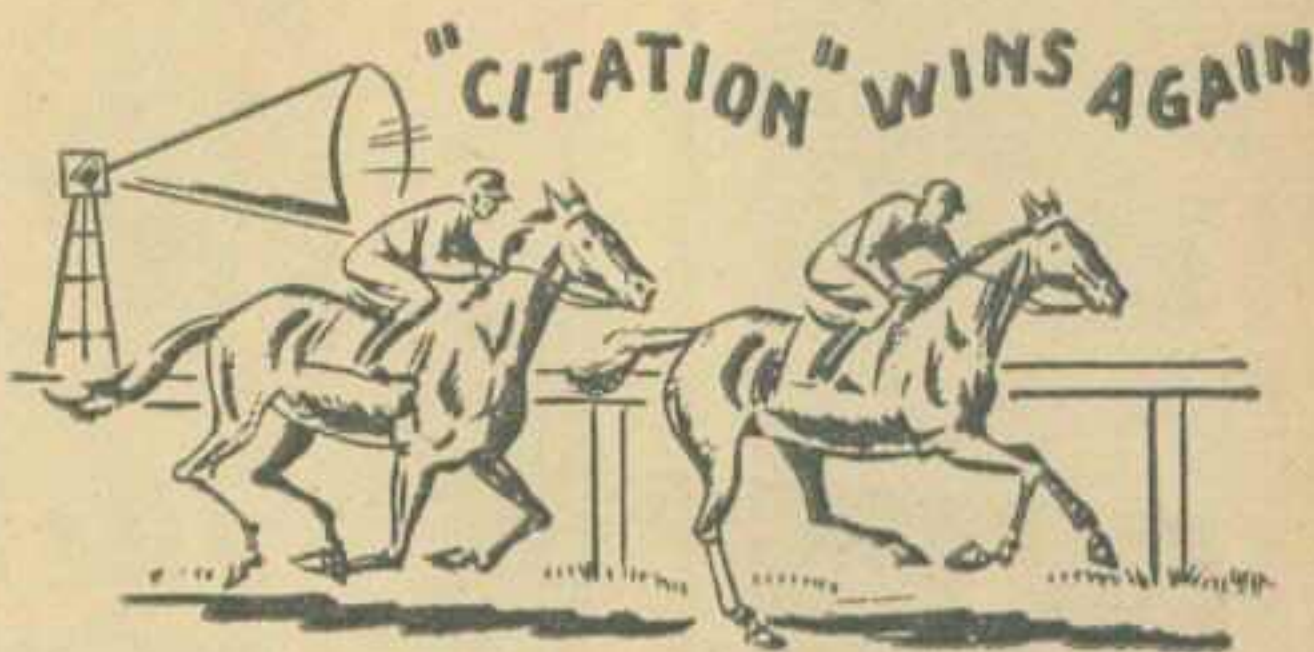
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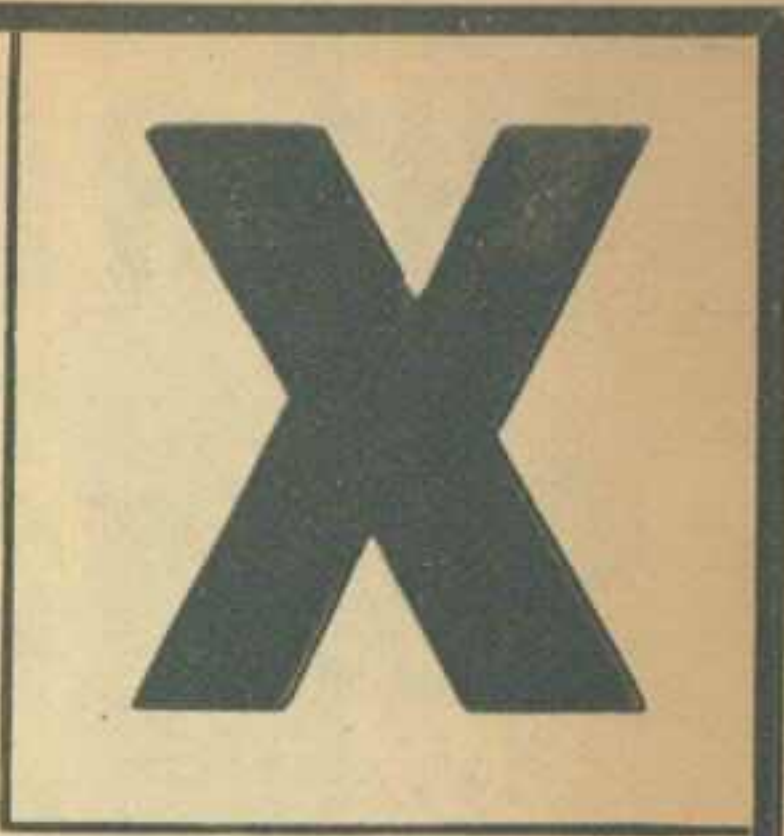
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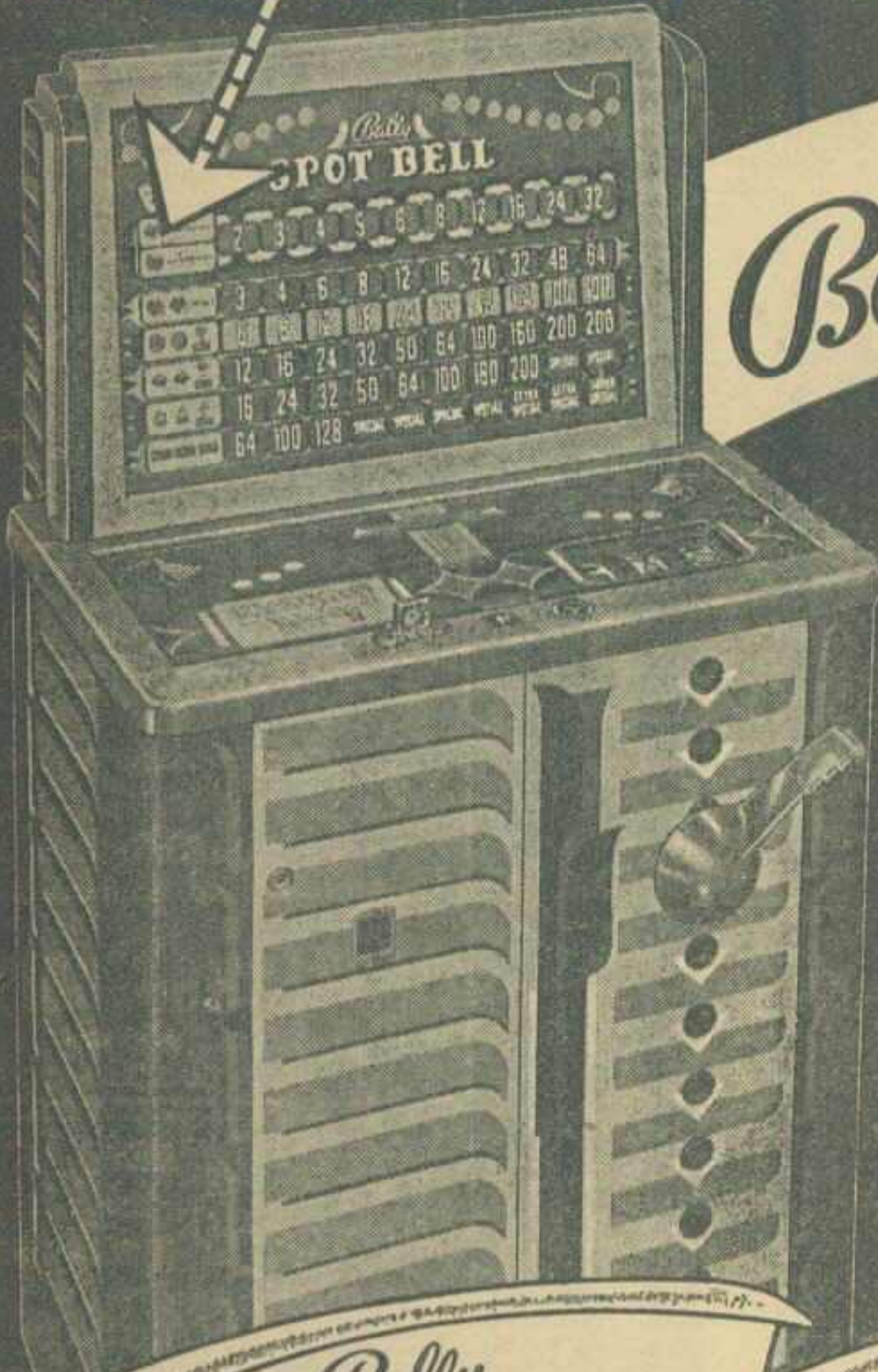
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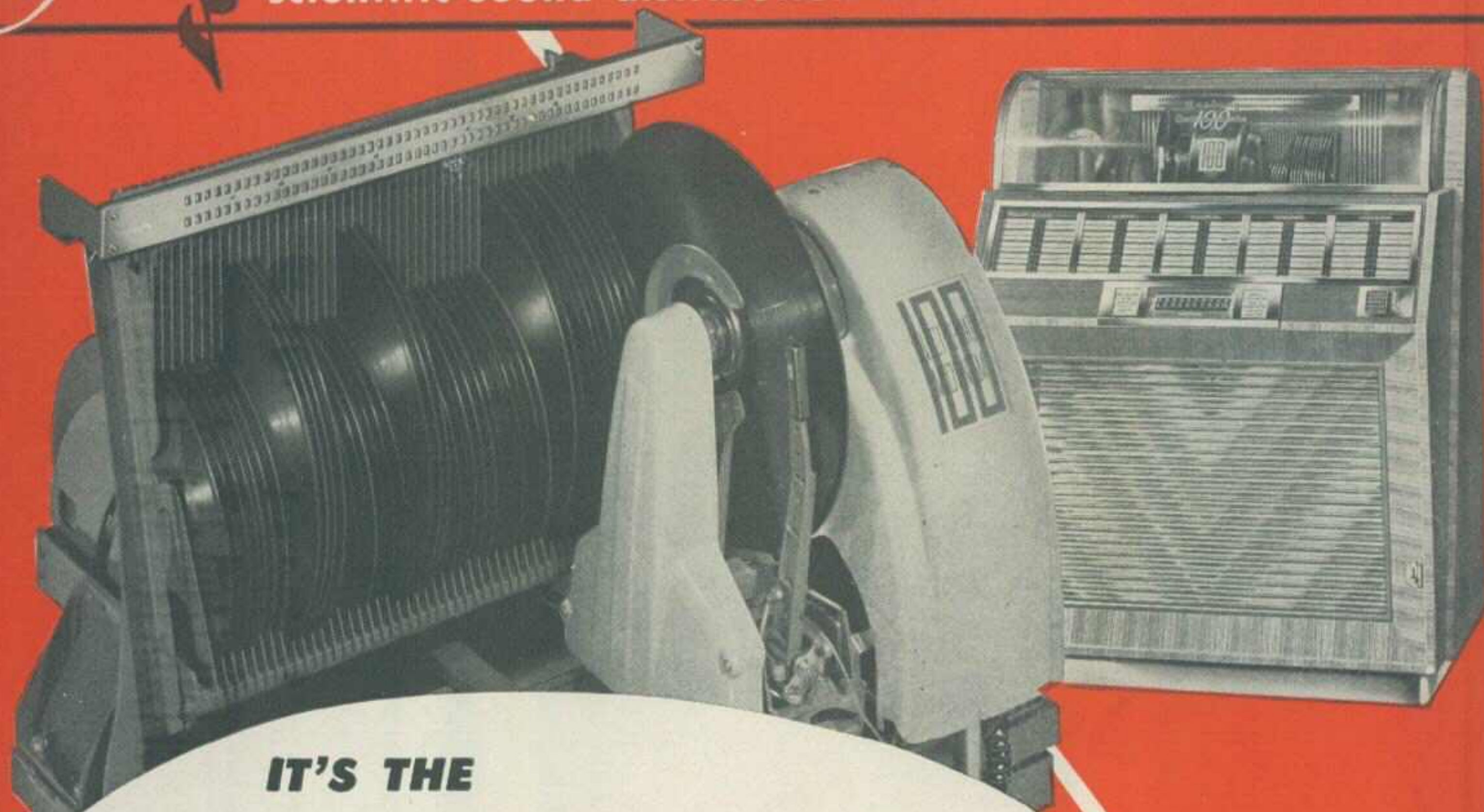
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